



FOR IMMEDIATE RELEASE

Contacts:

Falls Communications

Jenny Bahun | 216.472.6678 | jbahun@fallscommunications.com

Kristi Stolarski | 216.472.2371 | kstolarski@fallscommunications.com

Cut Costs and 'Make' it a Prom to Remember

AVON, Ohio (April 2017) – The countdown to prom is on and there's a lot to do. From finding the perfect date, locating the right ride, getting the dream dress or tux, and coordinating hair, makeup and accessories...it can be a little overwhelming...and pricey.

However, your prom focus shouldn't be on how much money is spent -- but rather on the memories you can make. So instead of rolling out the cash this season, roll up your sleeves. With a little preparation and creativity, you can "make" it a prom to remember for years to come.

"The Promposal"

"Promposals" are elaborate ways to ask your prospective date to the dance. In recent years, students have spent an average of \$324 on the promposal alone, according to a Visa Survey -- going all out by using things like food, handmade posters and even pets to pop the big question. Alternatively, a DIY promposal can keep the moment personal and authentic, while saving some serious cash.

The Look

Your prom outfit should pop, fit well and express your personality. With prom-goers spending \$231 or more on a dress and \$184 on a tuxedo, according to Seventeen magazine, you may want an alternative to high-priced, traditional prom clothing and accessories.

Check out services like Rent the Runway, which allows you to rent a designer dress for a fraction of the retail price; shop at resale stores; or even make your own. Homemade prom wear using [Duck Tape](#)[®] is a great example. Over the last 17 years, nearly 8,000 students have



participated, and nearly half a million dollars has been awarded, in the [Duck® brand Stuck at Prom Scholarship Contest](#). Each year, over \$50,000 in scholarships is awarded to creative prom-goers that DIY their prom outfits and wear the sticky stuff to the big dance. For more information, visit [stuckatprom.com](#).

After formalwear, you may spend another \$218 on hair, makeup and accessories, according to Seventeen magazine. Luckily, with so many online videos, you can learn to do almost anything yourself -- including achieving salon-quality hair and makeup. Gather your pals and jump on YouTube for inspiration and tutorials from beauty vloggers and cosmetic brands.

Finally, DIYing accessories, such as jewelry and a clutch, can also keep money in your wallet. By purchasing flowers at a grocery store or using fabric flowers, you can even make your own corsage.

The Memories

Instead of pricey professional photos, capture memories by making an online scrapbook. Digital Scrapbooking is a great tool for layouts and ideas. Add photos and create unique cards through the app, then share with friends via social media.

If you prefer a physical scrapbook, FreePrints allows you to order photos directly from your smartphone, for free. Then, use stickers, cardstock, washi tape, markers and other embellishments, such as textured or glitter craft tapes, to make the pages something you'll cherish.

Your prom experience should be 100 percent you. To ensure the big dance is special and to save some money in the process, tap into your imagination and your "maker" side to create a prom you'll never forget.

For more prom tips, visit [stuckatprom.com](#).