



**Contact:** Jumoke Dada, Founder  
[Info@ProjectALOE.com](mailto:Info@ProjectALOE.com) | (215) 917-4749

## **FOR IMMEDIATE RELEASE**

### **Amidst the rising costs for education Project ALOE helps ease financial burdens for college-bound girls through care packages**

Philadelphia, PA (June 25, 2014) -- At a time when the government considers loan forgiveness programs for college grads, and visionaries produce films like 'The Cost of Knowledge' for higher education, Project ALOE assists college-bound girls through essentials for life on campus. To celebrate its 5<sup>th</sup> anniversary, the Philadelphia-based initiative expands to the DC metro area and hosts two "P.A. Cares Send-Off" events this summer. The "DC Metro" event will take place on Saturday, July 19<sup>th</sup> at the Maisie Dunbar Spa Lounge. The Philadelphia event will take place at Independence Blue Cross on Saturday, August 2<sup>nd</sup>. Additional details are available at <http://projectaloe.com/events/>.

Project ALOE is a beauty drive and send-off event to help girls be fit, fabulous and focused for college. During the summer, registered drop-off locations collect toiletries, hair supplies and cosmetics in support of the initiative. The donated items are used to create care packages that college-bound girls receive at the P.A. Cares Send-Off event. In addition to care packages, the girls receive advice from beauty, hair, fitness and education professionals. When asked why she started Project ALOE the founder, Jumoke Dada, shared, "I was once in their shoes... and when I recall my initial expenses for college, I know that I would have welcomed the additional help. I also wanted to create an experience that would give girls an opportunity to learn and network as they prepare for the next chapter of lives."

Parties interested in registering girls for a send-off, locating a drop-off location, supporting the initiative, or joining the planning team, can visit <http://projectaloe.com/get-involved/> to learn more.

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### **About Project ALOE**

Founded by Jumoke Dada in 2010, Project ALOE is an initiative rooted in the importance of educating women and promoting healthy living. Its mission is to support and encourage college-bound girls by providing beauty essentials and education at a send-off event in honor of their achievements while modeling the importance of giving back to others. Learn more at [www.ProjectALOE.com](http://www.ProjectALOE.com).