



## TENTH DISTRICT SAMPLE SALE SET FOR MARCH 29<sup>th</sup>

*Tickets Go On Sale This Tuesday, February 22  
for D.C.'s Most Fashionable Charity Event;  
E.L. Haynes Public Charter School Named as the Season's Beneficiary*

**WASHINGTON, DC (2/17/2011):** The District Sample Sale Foundation announces the tenth installment of its twice-annual signature event, The [District Sample Sale](#), which will stage **Tuesday, March 29 from 5:30 – 9:30 pm**. Tickets go on sale **Tuesday, February 22 at 10 am**, exclusively at [www.DistrictSampleSale.com](#). The event will be held downtown **at 2101 L Street, NW**, a new location for the popular fashion fete.

[E.L. Haynes Public Charter School](#) will be the benefiting charity. E.L. Haynes' educational philosophy is to adopt and adapt proven programs and strategies to drive student achievement. The program utilizes nationally recognized practices for advancing student achievement, combined with a strong culture of accountability and a focus on results, guarantees the success of every student.

The District Sample Sale hosts over 700 women from up and down the east coast for a night of designer bargain shopping. Over 20 of the region's best designer clothing and shoe boutiques, including DC's **Urban Chic, Ginger, Julia Farr, The Shoe Hive, Wink, Caramel, Sherman Pickey** and **Hysteria**, and Baltimore's **Babe, Cupcake** and **Poppy & Stella** liquidate their end-of-season wares up to 90% off, plus many sell current season designer frocks, accessories and footwear at DSS-exclusive pricing.

In addition, the District Sample Sale features cocktails and hors d'oeuvres from participating local restaurants, a luxury, fashion-focused silent auction and raffle, a goodie bag (included with VIP tickets), and more. A complete list of stores and restaurants will be posted on [www.districtsamplesale.com](#).

General Admission tickets are \$40, VIP tickets are \$100, Benefactress sponsor tickets are \$250, and Corporate Benefactress tickets are \$600. VIP and Benefactress guests, limited to 200 shoppers, will receive the coveted DSS paperless goodie bag and will have private access from 5:30pm to 6:30pm for an hour of bonus shopping with first access to the best designer bargains.

DSS Salon Sponsor [One80 Salon](#) will also be staging its much anticipated Blowout & Styling Station featuring Davines organic hair products. Other sponsors for this season's District Sample



Sale include [Bethesda Row](#), Bethesda's premiere shopping destination and [Vornado/Charles E. Smith](#), the largest commercial real estate organization in the Washington, DC metropolitan region.

"Many online retailers offer discount designer goods," says DSS co-founder Jayne Sandman "but what is unique about the DSS is the experience that we offer. People can actually try on the clothes and interact with the boutique owners as well as other shoppers. Add martinis, champagne, and great music and you can't beat it!"

For the most up-to-date listing of participating boutiques, restaurants and sponsors, please visit [www.districtsamplesale.com](http://www.districtsamplesale.com) or become a fan of the District Sample Sale on Facebook. If you are an accredited media outlet interested in covering the Spring 2011 District Sample Sale, please contact Barbara Martin, [Barbara@BrandLinkDC.com](mailto:Barbara@BrandLinkDC.com).

#### **About the District Sample Sale**

Founded in the fall of 2006 by Mary Amons, Shannon Haley, Liberty Jones, Barbara Martin and Jayne Sandman, the District Sample Sale has become one of the most coveted tickets in Washington, D.C. Known as "the season's most fashionable charitable event," the twice-annual event has raised over \$200,000 for its past local women's (fall) and children's (spring) chosen charities. Supporting DC area charities has been the cornerstone of the DSS Foundation's mission.

#### **About E.L. Haynes Public Charter School**

Founded in 2004, the school's mission is to ensure high levels of academic achievement for student of every race, socioeconomic status, and home language, and be prepared to succeed at the college of his or her choice. E.L. Haynes is moving steadily toward achieving this mission; in 2009, 80% of students scored proficient or advanced in math on the DC-CAS and 66% scored proficient or advanced in reading.

In 2010-2011, E.L. Haynes serves 600 students in grades pre-school through 8 and will grow, adding a grade each year, until it serves students in grades pre-school through 12. The school is the first year-round public school in Washington, DC and is named for Dr. Euphemia Lofton Haynes, the first African-American woman to receive a doctorate in mathematics, a teacher in the District of Columbia's school system for 47 years, and the first woman to serve as President of the District of Columbia Board of Education. Learn more by visiting <http://www.elhaynes.org>.