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Girls' Boutique & Party Place promotes self esteem and community service.

Bold Girlz Celebrates One Year Anniversary Honoring Girls that have Started Non-Profits

Costa Mesa, CA - Bold Girlz Boutique and Party Place in Costa Mesa, CA is celebrating its one year anniversary of launching its interactive, retail concept in Orange County on **Friday, February 8th from 6-8pm at the Costa Mesa store located at 369 E. 17th St.** Bold Girlz, also known as the Fashionista Fun Place, has become the buzz of the local tween world and a big hit for girls birthday parties and Girl Scouts looking to do community service projects. There are no other places for girls where you can shop the latest fashions one day and make dresses out of pillow cases to donate to girls in Africa the next. The Bold Girlz party place encourages girls to be B.O.L.D. - **B**rave, **O**riginal, **L**oving and **D**aring, and foster a girls self esteem through runway fashion show parties, rock star parties, spa parties and community service projects conducted in the store.

The Bold Girlz First Anniversary Party will featuring Socal girl, **Adanna Duru, 15 year old contestant on the hit TV show *The Voice*.** Additional performances by local girls Cassandra & Isabella Mohr and 20 beautiful fashionistas rocking the Bold Girlz runway. In addition, Bold Girlz will honor Orange County girls that are making a difference: 8 -year old, Sophie Rajput, of Mission Viejo, for starting her own non-profit, **Sophie's Choice**, which helps the homeless, and 9-year olds Brooke Besikof and Alyssa Antoci, of Newport Beach who founded the non-profit, **Just a Little Cloth**, for donating beautiful dresses for underprivileged girls. The event is Free to attend but RSVP is required at RSVP@boldgirlz.com. Free Prizes and More!!! For more information visit, www.BoldGirlz.com.

The Pillow Case Project has been the favorite community service project where girls bring in an everyday pillow case and turn it into a cute little dress to be donated to girls in Africa. Another community service aspect of the store is its cause related merchandise of jewelry, handbags and accessories that benefits non-profit organizations that support girls' causes. Local Orange County organizations such as **Re-Write Beautiful**, **International Sanctuary**, and **Epic International** and others have their merchandise for sale at Bold Girlz.

No matter what the cause, nothing beats the look on a girls face when she is on the runway with all her friends for a fashion show party. "We are all about the experience says CEO, Cheryl Beck, and getting a girl to express her inner beauty and have fun. Through this process we help to build her self esteem and at the same time she and her friends learn about causes for girls less fortunate. That's why hosting quarterly fashion shows and featuring performances by local girls is a key part of our business."

About Bold Girlz: Founded in 2010 and Headquartered in Costa Mesa, CA, Bold Girlz is a lifestyle fashion brand and interactive retail store with a mission to promote a girls' self esteem and raise money and awareness for causes that empower girls around the world.

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