

## **Despite Current Economy, Malls Remain Committed To Community And Teens.**

*By Teen Board Programs*

*Dated: Dec 12, 2008*

*Despite current economic conditions malls and retailers are facing this season, Oxford Valley Mall, Montgomery Mall, Lehigh Valley Mall and Quaker Bridge Mall have remained committed to the communities they serve and to area teens.*

Teen Board Programs were first started by Steven Weisz of Rainbow Promotions in East Coast regional malls back in 1990. This youth oriented, volunteer program, now in its nineteenth year, provides an opportunity for young men and women between the ages of thirteen to eighteen years, to represent and work with their local malls to produce fashion shows, create special events and participate in community service projects.

The educational component of this program offers teen members the opportunity to participated in lectures, workshops and activities dealing with the various aspects of the fashion and retail industry -- modeling, retail operations, fashion design, marketing and public relations.

Community service remains a core component of this program. The Teen Boards are committed to helping others with in their own community. Through out the year, members become involved with a number of charitable organizations in an effort to show that teens can make a difference. Campaigns on the mall have included food and clothing drives for those in need, as well as working with such organizations as the American Heart Association, Salvation Army and Susan G. Komen for the Cure.

The programs have been a huge success. For the teen members in the program, it has offered them a voice in their communities, a way to contribute their energies in a positive manner, a better understanding and respect of each others diverse backgrounds, and a way to increase their own sense of self-worth and self-esteem through the positive impact they have on their own community.

Applications for the 2009 programs are now available on each of their respective web sites...

Oxford Valley Mall Teen Board

<http://www.teenboard.com>

Montgomery Mall Teen Board

<http://www.montgomerymallteenboard.com>

Lehigh Valley Mall Teen Board

<http://www.lehighvalleymallteenboard.com>

Quaker Bridge Mall Insiders Teen Board

<http://www.quakerbridgeinsiders.com/>

Applicants should be young men and women, between the ages of thirteen and eighteen, who are well rounded, outgoing, and have an interest in fashion, dance, theater, retail public relations/marketing, and community service.

The Program is conducted at each of the malls in conjunction with their Marketing Department and runs for a full year. Students will be required to make a time commitment of about 4-6 hours each month for

attending Teen Board meetings and programs. Participants will help produce and model in the malls fashion shows; attend seminars on various topics relating to the fashion and retail industry; help organize and run mall special events and charity fund raisers; learn basic techniques in modeling, make-up and fashion coordination; and learn techniques in presenting oneself and working with the public.

Each program generally accepts 20-25 outstanding individuals. There are no fees, charges or financial obligations connected with this program. This program is volunteer based and no financial compensation is provided either. The Teen Board programs being offered by these malls is one of the few places where teens can continue show the positive contributions they have to offer.

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Category	Teens, Fashion
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