

FOR IMMEDIATE RELEASE

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**Ultimate Prom Expo
February 25, 2012
Lowell Memorial Auditorium**

-Tickets on sale now-

Lowell, MA –All in the Details and Mill City Management is pleased to present the *Ultimate Prom Expo 2012* at the Lowell Memorial Auditorium on Saturday, February 25 from 12:00PM to 6:00PM. Tickets are on sale now, and tickets purchased online before the day of the event are only \$15.00. Tickets are available for purchase in person at the Lowell Memorial Auditorium box office located at 50 East Merrimack Street in Lowell, by calling the box office at (978) 454-2299 or online at www.lowellauditorium.com.

The Ultimate Prom Expo 2012 is an exclusive showcase of both local and national vendors who have been chosen to provide attendees with every element needed to ensure the perfect prom day! This “one-stop-shop” event is the best way to meet with all of the finest companies all under one roof. Get a first hand peek at the latest trends in prom dresses, tuxedos, hair styles, jewelry, and accessories, plus much, much more! There will be many vendors offering “one day” event specials, promotions, and give-aways that you will not want to miss.

Enjoy our fashion show which will feature local vendors premiering the latest trends in dresses, hairstyles, tuxedos, and much more. Also, throughout the day, there will be hair and make-up demonstrations for you to participate in or just enjoy! One lucky winner will win the Ultimate Prom Package which will include everything you need to ensure that your big day is special. You must be in attendance to be eligible to win, so make sure you stay until the very end!

Joining the Ultimate Prom Expo is Anton's Cleaners 8th annual *Belle of Ball* program. Girls are encouraged to bring dress donations that will be collected outside and a “Belle of the Ball” will be crowned at the event. Also, youth education and prevention organization SADD (students against destructive decisions) will be spreading the word on how to have a fun AND safe prom night!

Publicity materials (photos, biographies, press releases, etc) are available for download at www.lowellauditorium.com. Click on the “Press Room” link located towards the top of the homepage and then click on “Press Releases” or “Media Tools. Please contact Emily Wiseheart at (978) 937-8688 x229 if you have any questions about accessing the materials.

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