

College Preppin': Ultimate Dorm Rooms and Fashion Closet Event Comes to Atlanta-Gresham Wal-Mart Supercenter
Ryan Shapiro

In-Store style seminar from Essence's Lauren "Daisy" Lewellyn and designer Helen Bailey and Open Air Living Experience Welcomes Students Back to Campus in Style

(Atlanta, GA – August 17, 2006) - College Preppin', Wal-Mart's Ultimate Dorm Room and Fashion Closet in-store event, in partnership with Essence magazine, kicks off Wal-Mart's back-to-college style tour for Historically Black College and University (HBCU) students. The event takes place on Saturday, August 26th from 12-4pm at the Atlanta-Gresham Wal-Mart Supercenter, located at 2427 Gresham Road, SE, Atlanta.

Essence style editor Lauren "Daisy" Lewellyn and celebrity interior designer Helen Bailey team with Wal-Mart to create in-store, the ultimate dorm space and college wardrobe showcasing the latest décor, electronics and fashions for fall. The event features live presentations from Bailey and Lewellyn and fashion walkabouts starring local HBCU students modeling hot apparel and accessories from Wal-Mart. Both style experts also will be available for personal style consultations with students.

In New York City, style editor Daisy Lewellyn tracks the trends for Essence magazine's "It Bag" column. She chooses the latest accessories from shoes to jewelry – and everything in between. "In college you have to live on a budget, but you don't have to look like you do," said Lewellyn. "Wal-Mart's exclusive No Boundaries line for young women offers great options from going to class to hanging out with the girls. And Exsto, the new men's sportswear line at Wal-Mart, really takes urban gear for guys to another level."

As editor-in-chief of the chic new publication The Urban Livin' Home Paper, Chicago-based interior designer Helen Bailey shares with her readers how to create beautiful yet comfortable living spaces. "At Wal-Mart, students can find stylish furnishings at a great price," said Bailey. "Every student can put together his or her perfect study area, lounge space and individual look." Bailey's interiors have been shown on ABC and CBS television as well as in Ebony and Essence magazines.

Wal-Mart's custom shuttle bus will transport students to the event for free from the Atlanta University (AU) Center at the Robert Woodruff Library located at 111 James P. Brawley Drive, SW, Atlanta. The AU Center brings together students from four HBCUs: Clark Atlanta University, Morehouse College, Spellman College and the Interdenominational Theological Center, as well as nearby Georgia Tech University and Morris Brown College. Essence will provide a free gift for students (while supplies last).

"Students on a budget are among Wal-Mart's most loyal customers, and they're highly discerning," said James Gilmer, director of apparel marketing for Wal-Mart Stores, Inc. "We've partnered with key lifestyle editors – from fashion and home furnishings to entertainment – to help show these savvy young customers and their parents that we understand their needs: Wal-Mart is right on top of the trends, and still at the low prices they expect."

On August 25th and 26th at Clark-Atlanta University, Wal-Mart will also create an on-campus "open air dorm room" featuring on-trend décor, fashion, furniture, music and gadgets that are campus must-haves. Enrolled students will be "cast" to live in the dorm rooms using only the items provided by Wal-Mart.

Wal-Mart's Atlanta event is the first of 16 HBCU tour activities for which the company has joined forces with Ebony, Essence and Jet magazines. Local students will serve as models at each of the College Preppin' Style Shows, Wal-Mart's fashion and accessories events planned for each campus.

For more back-to-college information, please visit walmart.com/college.

Wal-Mart's first sponsorship of the Ebony, Essence and Jet HBCU tours complements the retailer's record of support for education including support for HBCUs. Wal-Mart proudly awarded \$1.5 million to the United Negro College Fund (UNCF). The donation includes a \$1 million grant to establish the Wal-Mart Emergency Assistance Fund and \$500,000 in operating support for UNCF member schools. Additionally, senior Wal-Mart executives serve on the boards of the UNCF, Morehouse College, Norfolk State, Savannah State and the Thurgood Marshall Scholarship Fund and the company recruits corporately at 13 HBCUs across the

country.

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