



FOR IMMEDIATE RELEASE
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MISS ALABAMA CAITLIN BRUNELL IS HOSTING A HACKATHON TO BENEFIT CAITLIN'S CLOSET ON
AUGUST 23-24, 2014 AT TROY UNIVERSITY, DOTHAN, ALABAMA

Miss Alabama, Caitlin Brunell, is calling all technology innovators, developers, app designers and marketers to convene August 23-24, 2014 for the first annual Caitlin's Closet Hackathon. As a graduate from the University of Alabama with a minor degree in Computing Technology and Applications, Caitlin understands the power of placing social change in the palms of the hands of millions of people interested in paying it forward. The goal for the Caitlin's Closet Hackathon centers on creating three apps built around three specific challenges: provide easy ways to participate in the empowerment of the Caitlin's Closet #iAm Challenge; donate dresses, funds and locate distribution centers; be directed to local organizations providing life skills training for self-esteem and personal development.

Caitlin's Closet is a non-profit organization that distributes dresses and business suits to those in need. Expansion plans include a new interactive website going beyond just clothes by providing access to resources allowing users to examine their own aptitudes for self-awareness, social awareness, self-management, and relationships while providing access to experts and organizations addressing necessary life and coping skills for personal development. Founder, Caitlin Brunell as Miss Alabama 2014 and a contestant in the upcoming Miss America Pageant on ABC-TV, September 14, 2014, combines her lifelong love for the arts and her Major in Dance with her Minor degree in Technology to infuse the power of the Arts into STEM education and careers in a way that converts STEM to STEAM especially for girls and women. The Caitlin's Closet Hackathon expands the journey of Caitlin's Closet which for many across the country "starts with a dress and ends with personal success."

The Caitlin's Closet Hackathon will be held Saturday, August 23 from 7:00pm to Sunday, August 24 at 7pm. This will be a continuous, 24 hour event. The event will be held at the Troy University Campus in Dothan, 500 University Drive, Dothan, Alabama. The submissions will be judged by independent judges and prizes will be awarded to the first, second and third place teams. You can register as a team or individually and be assigned to a team at the event.

To register for this event go to www.challengepost.com and create a profile and search for the Caitlin's Closet Hackathon. For more information email melaniekhill@icloud.com. Join us on August 23-24, 2014 to help make a difference! www.CaitlinsCloset.org