



Cheyenne River  
Youth Project®

---

**FOR IMMEDIATE RELEASE**

Cheyenne River Youth Project  
East Lincoln Street  
P.O. Box 410  
Eagle Butte, SD 57625

Contact: Julie Garreau  
(605) 964-8200  
[julie@indianyouth.org](mailto:julie@indianyouth.org)

**THE CHEYENNE RIVER YOUTH PROJECT® SEEKS COMMUNITY VOLUNTEERS  
FOR JUICY COUTURE-THEMED “PASSION FOR FASHION” ON MARCH 13**

EAGLE BUTTE, SD (March 1, 2010) – The staff and long-term volunteers at the Cheyenne River Youth Project® (CRYP) are hard at work preparing for this year’s “Passion for Fashion” event, scheduled for Saturday, March 13 at the Cokata Wiconi Teen Center. Passion for Fashion is an unparalleled opportunity for teenage girls in the Cheyenne River community to learn about positive self-image and enjoy being pampered for a day as they get ready for the one of the biggest nights of their high school experience. The prom.

To make this happen, however, CRYP needs some additional help — and the youth project is turning to Cheyenne River.

“We would love for members of the community to come and share their gifts for the day,” said Rachel Saul, CRYP’s new youth programs director. “We’re looking for hair stylists, women to serve as fashion and accessories consultants, cosmetologists, nail technicians and anyone who believes they have something to contribute as we help our young women feel beautiful inside and out.”

Community volunteers of all ages are welcome, as Passion for Fashion also is designed to help young women form intergenerational bonds with Cheyenne River’s mothers and grandmothers.

“This is a chance for women in the community to share messages about positive self-image, overcoming life’s challenges, attaining goals and, really, life in general,” Saul said.

Anyone interested in volunteering at this year’s Juicy Couture-themed Passion for Fashion should contact Rachel Saul at (605) 964-8200.

In addition, teens who would like to attend this year’s event should contact CRYP as soon as possible to let the staff know they plan to participate. Please RSVP by calling (605) 964-8200 or send an e-mail to [info@lakotayouth.org](mailto:info@lakotayouth.org).

To learn more about the Cheyenne River Youth Project® and its programs, and for information about making donations and volunteering, call (605) 964-8200 or visit CRYP’s recently redesigned Web site at [www.lakotayouth.org](http://www.lakotayouth.org). And, to stay up to date on the latest CRYP news and events, visit the youth project’s new [Facebook group page](#). All group members will receive regular updates through Facebook.

*The Cheyenne River Youth Project, founded in 1988, is a grassroots, not-for-profit organization dedicated to providing the youth of the Cheyenne River reservation with access to a vibrant and secure future through a wide variety of culturally sensitive and enduring programs, projects and facilities that ensure strong, self-sufficient families and communities.*

