

President Tuxedo Expands ‘Bux for Tux’ Donations to High Schools in Lower Michigan

WARREN, Mich., March 5 (SEND2PRESS NEWSWIRE) – President Tuxedo, a regional company providing men’s formal wear, is expanding its “Bux for Tux – Giving Back to Education” school donation program throughout lower Michigan and south to Toledo in Ohio.



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“Bux for Tux,” donates up to \$5, 5 to 10 percent of the cost of a typical tuxedo rental of \$50 to \$100 for a school prom, to schools throughout Michigan and south to Toledo, Ohio. Each school gets at least \$2 per tux, and the amount goes up as the number of rentals increases.

It’s a simple program, according to President Tuxedo CEO Robert Gafa. “We partner with student or parent groups at each high school, providing all the information and materials they need to alert students to the program, and even go out to each school to measure students in order to have a tux ready when they come into the store.”

“President Tuxedo is proud to match or exceed the 5 percent of sales donated to local communities by Target stores, regarded as a model for corporate

generosity," Gafa says.

This will be the second year of prom Bux for Tux. More than 40 high schools out of 600 in the region participated last year. One of those was Allen Park High School in Metro Detroit. The school was delighted with the results, raising \$380, said Kathy Rinna, Allen Park High School PTA member, who said Allen Park will use the money to help keep prom tickets affordable for students this school year. She said she "can't imagine any school not wanting to participate in Bux for Tux." That donation represents 76 rentals, about 35 percent of boys in the senior class at Allen Park, a percentage Gafa said was "great" for the first year. Two other high schools, Fraser and Monroe, both in Metro Detroit, earned top dollars up to \$410.

"We at President Tuxedo are very excited to give back to the schools and communities that have been our customers for the past 40 years. Since we are a Michigan-based company, we want to help support and improve our schools in these difficult economic times throughout Michigan and Toledo. Our employees are excited to participate in Bux for Tux in their own local communities," said Gafa.

The company provides other support to high school students throughout the year, including a \$25 prom savings card for each student renting a prom tux, opportunities for students to earn discounted or free tux rentals and win cash prizes for referring other students to President Tuxedo, and free formal wear for plays, prom rallies and other events.

More information: www.presidenttuxedo.com.

News issued by: President Tuxedo



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Original Story ID: (3735) :: 2008-03-0305-005

Original Keywords: President Tuxedo formal wear, Bux for Tux school program, Giving Back to Education, CEO Robert Gafa, corporate generosity, free tux rentals for students
President Tuxedo