

Stockton Students Help Plan First-Ever Prom for Residents of Covenant House in Atlantic City

For Immediate Release; photos attached, captions below

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Galloway, NJ - Students from Professor Michael Scales' Event Planning and Catering Management class at Stockton University recently helped youths from Covenant House in Atlantic City have their first-ever prom.

It was a team effort which drew in donors from throughout the community to provide funding, a location, music, food, prom attire and limousines - the whole prom experience for youths who had never had one.

In September 2015, Dena Ferone, who manages volunteers at Covenant House, was given Scales' name and she shared her idea of having a prom for the youths. The Covenant House is the largest privately funded charity in the Americas providing loving care and vital services to homeless, abandoned, abused, trafficked, and exploited youth between the ages of 18-21.

One of the first hurdles was the fact that there were absolutely no funds - everything would have to be donated, said Scales, a professor of Hospitality and Tourism Management Studies at Stockton's School of Business. But his students were very excited to donate their time to a great cause, he said.

The first goal was to find a date and place, but fortunately the Noyes Art Garage of Stockton University was available on April 6. Friends of the Hospitality and Tourism program, including ICON Hospitality (Gourmet Italian Cuisine and The Carriage House in Galloway), the Atlantic City Ambassadors, and Steve and Cookies Restaurant in Margate generously donated the food items, while other donations included services from nail and hair salons, dresses, tuxedos, shoes, limousines, photographers, a DJ with light show, a photo booth with props, and boxes of sweets and chocolates as favors.

The youths of the Covenant House looked great arriving by limousine and were excited to be at the event, where they danced the night away, Scales said. The prom would not have been possible without the donors, student volunteers and the staff of the Covenant House, he added.

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Photo credit:

Michael Scales/Stockton University

Captions:

Prom 1 photo:

Residents of Covenant House in Atlantic City enjoy their first-ever prom at the Noyes Arts Garage of Stockton.

Prom 2 photo:

Students from Professor Michael Scales' Event Planning and Catering Management class at Stockton University help to prepare food for the event.

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