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Teen Fashionistas and Girl Gamers Vote for Best Prom Dresses of 2009 In Fashion Fantasy Game Prom Picks Contest

NEW YORK, NY (April 23, 2009) ---What's the favorite prom dress style this year? Trendy designer or vintage dress? Cute and classic or on the wild side? The nearly half million girl gamers on [Fashion Fantasy Game](#) (FFG) are invited to cast their ballots for the best prom dresses of 2009 in the Fashion Fantasy Game Prom Picks Contest online at www.fashionfantasygame.com now through May 28. In addition to voting on their favorite dresses, teens are invited to submit their comments about the prom dresses pictured – from sweet to snarky, it's sure to be a rousing online discussion.

Fashion Fantasy Game (www.fashionfantasygame.com) is the online game and social network for young women passionate about fashion and fun. FFG combines virtual fashion design and retailing, giving girls a taste of what it would be like to have their own businesses. Developed by fashion industry veteran Nancy Ganz, the site allows teens to showcase their creativity and their smarts.

To compete in the Fashion Fantasy Game Prom Picks Contest, FFG members are invited to submit personal photos of their prom dresses. From those entries, the FFG editorial board is selecting and posting on the Web site top 12 looks for each week. Fashion Fantasy Game players can view the dress photos and vote for their favorites weekly. The contest will culminate with the weekly winning dresses competing in a Fashion Fantasy Final Prom Pick where players will select the best prom dress of the year.

Participants in the Fashion Fantasy Game Prom Picks Contest earn Fashion Buckz (FBz), the site's unique game play currency. Players who submit the weekly winning looks earn 10,000 Fashion Buckz, the ultimate Prom Pick submission wins 50,000 Fashion Buckz. All players who vote are rewarded with 100 Fashion Buckz each time they vote. Style savvy players who voted for the weekly Prom Pick winner, qualify for an additional 1,000 Fashion Buckz.

“For high school juniors and seniors, prom is the event of the year. Our fashion savvy audience knows that finding the right dress not only will make them look great but more importantly, feel good about themselves,” said Fashion Fantasy Game founder and CEO Nancy Ganz. “Having the right dress for the evening can be more important to young women than who they go with to the prom. We hope girls will share their prom styles with us and let us know what they think of the dresses in the contest.”

About Fashion Fantasy Game

Nancy Ganz developed [Fashion Fantasy Game](#) to meet the needs of teenage girls who have a passion for fashion, friends and online gaming. Ms. Ganz is recognized for revolutionizing the intimate apparel industry with the creation of HipSlip and the BodySlimmers/Nancy Ganz line which she sold

to Warnaco. In Fashion Fantasy Game, she combined her previous fashion and business experience to create a virtual world for style-savvy teens.

In the game, players assume the roles of designer or store owner. Each player begins the game with a bank account of Fashion Buckz game currency to get them started. As designers, they create fashions, produce them and market them to virtual retailers. Players who become shop owners purchase fashions from the designers, rent retail locations in their choice of four major cities and then must attract shoppers to their collections. Throughout the game, players must carefully watch their expenses and revenues and budget wisely – valuable skill for everyone. Fashion Fantasy Game features multiple levels of play and weekly themed design competitions.

[Fashion Fantasy Game](#) is a massive multiplayer online role playing game (MMORPG) that is owned and operated by R. Lilly Tuckerwear Inc.

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