



Bottomless Closet Board of Directors Names Melissa Norden Executive Director

March 30, 2016

NEW YORK---Bottomless Closet is pleased to announce the appointment of Melissa S. Norden as its new Executive Director effective March 28. Ms. Norden spent 13 years in increasingly responsible positions at The American Society for the Prevention of Cruelty to Animals (ASPCA), serving most recently as Senior Vice President, Chief of Staff and General Counsel. Under Ms. Norden's leadership, the ASPCA experienced a period of unprecedented growth and attained new levels of national prominence as a leading voice in animal welfare. In her various roles, she managed a \$150+ million budget and a staff of 700+, built the in-house legal function, oversaw the creation of an innovative grants program that distributes \$15+ million annually across the United States, was a key player in the development of corporate partnerships with Clorox, Subaru, Procter & Gamble, Wal-Mart and The Hartville Pet Insurance Company and coordinated the ASPCA's participation in the long-running, top-rated Animal Planet reality television series *Animal Precinct*, which acted as the launch pad for the ASPCA's landmark direct response television spots featuring singer Sarah McLachlan.

"I am thrilled to serve Bottomless Closet, where we help transform women's lives with clothing, insider tips, and empathy, all of which work together to instill confidence and a sense of dignity that will be invaluable in their job searches and future careers," stated Ms. Norden. "We have made significant strides on behalf of underprivileged women around New York City, but there is much more to do. I look forward to working with the board of directors, the staff and our devoted volunteers to develop successful initiatives and programs to help more women achieve self-sufficiency and take our organization to the next level."

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About Bottomless Closet

Founded in 1999, Bottomless Closet is a 501(c) (3) not-for-profit corporation whose mission is to be the connection that inspires and guides disadvantaged New York City women to enter the workforce and achieve success through a host of services and programming, including the selection of interview attire, one-to-one resume review, interview coaching and a broad workshop curriculum that promotes professional development, financial management and personal enrichment. Thousands of women have been served by the organization since its inception in 1999. For more information, please visit www.BottomlessClosetNYC.org, and be sure to follow Bottomless Closet on [Facebook](#), [Twitter](#), and [Instagram](#).

