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**PRISCILLA MORA BRINGS REAL ADVICE FOR PLANNING
A MEMORABLE QUINCEAÑERA TO THE RADIO**

SAN ANTONIO, TEXAS (May 5, 2008) -- Priscilla Mora's inbox is full again. She receives as many as 200 to 250 emails each week from anxious Hispanic parents planning their daughter's *Quinceañera*. Known as the "Fairy Godmother of All *Quinceañeras*," Priscilla Mora's website, www.PriscillasAdvice.com, gets over 50,000 visitors each month. Now, Priscilla Mora's new Internet radio show, *Real Quinceañera Advice*, is available to help parents and teens navigate the multi-million dollar *Quinceañera* industry which includes: churches, dressmakers, jewelers, DJs, reception halls, videographers, florists, Hummer limousines, and waltz instructors.

Every day around the world a Hispanic female turns fifteen. For the young girl, 15, represents her transition from child to young woman. For her parents, it's time to open their wallets for the *Quinceañera*, the traditional coming of age celebration. "Seventy-five percent of the families that contact me are on a budget and need help planning their events," says Priscilla Mora. "These parties can cost anywhere from a couple of hundred to several thousands of dollars." Budgeting is not the only issue on parents' and teens' mind. Weight, divorce, and even language barriers cause concerns:

Dear Priscilla: We're searching for our dress but my daughter is heavyset and I don't want to see her get upset when we go looking.

Dear Priscilla: My parents are divorced and my mom is remarried. I want my parents' name on my invitations and also my stepfather's name. How would I be able to work it out to have all the names on the invitation?

Dear Priscilla: Half of my family only speaks Spanish and half of my family speak only English. I have to order a minimum of 100 cards in either Spanish or English and can't buy more invitations. What should I do?

(more)

Priscilla Mora's passion for *Quinceañeras* began in 2000 when she was planning her daughter's celebration. "We went from store to store to find the right dress. My daughter was petite, so our search seemed endless. We looked at catalogs and tried on gowns until it became depressing. It took us weeks of searching, but we found the perfect gown with the right sparkle and the perfect fit." The event was so successful Priscilla Mora created a *Quinceañera* Expo in San Antonio, Texas. She also spearheaded the introduction of *Quinceañera* apparel and gift products into the **Dallas Market Center**. According to Priscilla Mora, "One of the most important parts of the celebration is the *Quinceañera* dress."

Quinceañeras are not without controversy. Many churches are hesitant to participate in *Quinceañeras* or refuse outright to perform the event. *Quinceañera* is not a sacrament. Also, many priests find the *Quinceañera*'s commercialization, the traditional white *Quinceañera* dress, and teen pregnancy disturbing. Priscilla Mora disagrees, "This is the time to look closely into the young girls' lives and give them encouragement and values. In today's society, they need a sense of leadership to guide them in the right direction of life"

As the Hispanic population continues to grow and prosper, the demand for information on *Quinceañeras* will increase. Priscilla Mora is prepared. She has written a planner available for *Quinceañeras*, , developing more *Quinceañera* events, and producing her weekly Internet radio show, ***Real Quinceañera Advice***. The program features advice, interviews, and commentary.

Real Quinceañera Advice can be heard weekly on www.VirtueRadioNetwork.com. A new show is added every Tuesday.

For more information about Priscilla Mora and the ***Real Quinceañera Advice*** Internet radio show or to interview Priscilla Mora, please contact Judith Norman at (310) 386-7936 or jnorman@virtueradionetwork.com.