



Event Management & Public Relations

For: The Development and Finishing Institute

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For Immediate Release

Manners & Etiquette on the Minds of New York Parents

Harlem based Etiquette Program Announces New Midtown
Manhattan Program to Meet Growing Demand from Parents

New York, NY---October 8, 2008--- The Big Apple may have a reputation as the most exciting city in the world, but it also gets plenty of nods for rudeness. Hoping to change that perception, The Development & Finishing Institute (DFI), a nonprofit etiquette school based in Harlem hopes to teach girls in the New York and surrounding areas proper manners and social graces.

Now in its sixth year, DFI first opened its doors in 2002 as an after-school etiquette program. The school now offers a 20-week program on Saturdays that teaches etiquette and dining skills for girls between the ages of 5 and 18.

In January, the program which has only been available at its Harlem location or offered as a satellite program at local schools and after-school programs will also be available in midtown at TRS (44 East 32nd Street, 11th floor). Executive Director, Rose Murdock said that the school frequently receives calls from parents residing in lower Manhattan and other boroughs that are interested in their children attending the program, but want a location that is more centrally located.

Some of the classes included in the comprehensive curriculum include: manners, dining etiquette complete with a five course table setting, beauty, music and art appreciation, voice and diction along with social outings geared toward developing self-esteem and confidence. Ms. Murdock said that the students are much more receptive to the information when they are able to practice it and see how the skills can be utilized in real life settings.

Students receive a certificate of completion during an annual graduation ceremony that is cotillion inspired with formal attire and introductions.

"It is essential that today's young people learn to develop the social and professional skills necessary for community leadership, personal development and success in business and social environments." The curriculum that we offer is interactive and allows a high level of participation to keep the students engaged," says Murdock.

Registration for the 20-week program will be held on Saturday, November 1, 2008 and Saturday November 8, 2008 from 10:00AM-12:00PM. Classes and registration for both the Harlem and midtown Manhattan sites will be held at TRS (44 East 32nd Street, 11th floor) or online at www.thedfinstitute.com/Registration

Classes will be held on Saturdays beginning January 10. The cost for the 20-week program is \$495 for early registration up until November 1 and \$555 after that date. Classes are open to all residents of the tri-state area.

For more information on DFI and its classes, call 212-828-4530, or visit www.thedfinstitute.com.

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