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**Planet Green's DRESSCUE ME Transforms Women's Lives - One Dress at a Time**

- **World Premiere Series DRESSCUE ME with Shareen Mitchell Debuts Tuesday, April 19 at 10:30PM ET/PT-**

SILVER SPRING, Md., March 15, 2011 /PRNewswire/ -- Planet Green's world-premiere reality series, **DRESSCUE ME**, follows the fashion world's best-kept secret – Shareen Mitchell, owner of the popular boutique, Shareen Vintage.  Renowned by fashionistas and recessionistas alike, Mitchell gives life to dowdy old duds by turning them into chic fashion-forward frocks.  Her goal is to boost the confidence of her exclusively female clientele through the gift of affordable style.  With locations in both downtown Los Angeles and New York City, Shareen caters to celebrity regulars, including **Katy Perry** and **Cat Deeley**, as well as women from all walks of life who are looking to upgrade their wardrobes without breaking the bank.  **DRESSCUE ME** premieres on **Planet Green on Tuesday, April 19 at 10:30PM ET/PT.**

"My only interest in fashion is in how I can use it to empower women," says Shareen.  "Fashion is a vocabulary that I use to speak on love, beauty, self-esteem and transformation.  Whether I am dressing a woman for the Oscars or for a first date, my job is to make her feel powerfully connected to her best self.  I have no greater reward in my life than to see a woman light up when she sees herself as new in a mirror."

**DRESSCUE ME** follows Shareen as she works directly with her clients - learning about their lives and reinventing them in a distinctly Shareen Vintage style.  Whether she is dressing a customer for her twentieth high school reunion, or a bride for her big day, Shareen can always find a style that fits. When not caring for clients, Shareen juggles the launch of a new fashion line, managing her New York and Los Angeles boutiques, and balancing her personal life.  **DRESSCUE ME** gives viewers a look at the inner workings of a real fashion business and all that it entails.

"With **DRESSCUE ME** viewers will not only be wildly entertained, but also will get an inside look at the world of fashion through the direction of Shareen Mitchell - and the clients whose lives and styles she completely alters," says Laura Michalchyshyn, president and general manager of Planet Green.  "Part stylist, part therapist Shareen offers a unique transformation for women of all walks of life.  Her obsession and passion to satisfy make her a true force to be reckoned with!"

**DRESSCUE ME** is executive produced by Randy Barbato, Fenton Bailey and Tom Campbell from World of Wonder.  Scott Shatsky is co-executive producer.  Lynn Sadofsky is executive producer for Planet Green.

**About Planet Green:**

Planet Green is the multiplatform media destination for people looking for something new.  Launched on June 4, 2008, Planet Green is following the evolving conversation about sustainability and is the entertainment brand that champions the visionaries who move our world forward in small and large ways.  Planet Green and its two robust Web sites, planetgreen.com and TreeHugger.com, offer unique, insightful and inspiring content related to how we can evolve to live a better, brighter future.  Planet Green's original programming, digital tools and content will entertain, educate and activate. For more information go to [www.planetgreen.com](http://www.planetgreen.com/" \t "_blank).

**About World of Wonder:**

Innovative production company, World of Wonder is behind such entertaining hit series as "RuPaul's Drag Race" (Logo), "Million Dollar Listing" (Bravo), and "Fantasia for Real" (Vh1).  They have recently announced a show featuring Sarah, the Duchess of York (OWN).  In addition, World of Wonder has created award-winning films and documentaries such as "Inside Deep Throat," "The Eyes of Tammy Faye," "Party Monster" and "Monica in Black and White,"  Their documentary "The Last Beekeeper" (Planet Green) recently won an Emmy® Award for Outstanding Nature Programming.  With offices in Hollywood and London, the company has produced cutting-edge fiction and nonfiction programming for HBO, Showtime, VH1, IFC, Discovery, MTV, BBC, PBS and Channel 4 UK, among others, and can be found online at [http://worldofwonder.net/](http://worldofwonder.net/" \t "_blank).