



# JUNIOR LEAGUE OF RICHMOND

FOR IMMEDIATE RELEASE

## **The Junior League of Richmond kicks off its 3rd Annual Little Black Dress Campaign**

*Join us for the 3rd Annual "Little Black Dress Initiative" - February 18-22, 2019*

Richmond, Va. (February 8, 2019) – The Junior League of Richmond (JLR) is proud to announce it's third annual Little Black Dress Initiative (LBDI), a week-long fundraiser to be held February 18-22, 2019. This year's goal of \$30,000 will be used to fund three grant recipients, Safe Harbor, ChildSavers, and Fit4Kids, for various community programs focusing on women and children.

Participating JLR members will be wearing the same black dress each day during the LBDI campaign to bring awareness to the lack of choices people in poverty face. It is a week-long, social media driven fundraising campaign that uses the iconic LBD to raise awareness about poverty and its effects on women and children in society. The community is encouraged to donate to this worthy cause via [www.jlrichmond.org](http://www.jlrichmond.org).

This year's campaign focus has been selected in an effort to address the important needs of women and children in the Richmond community.

The proceeds from the campaign will go to Safe Harbor for dental needs, social activities and outings as well as clothing for women seeking shelter there. The campaign will be funding Healthy Hydrations, Family Style Meal Delivery, and access to fresh foods for ChildSavers. And lastly, 10 girls will be given full scholarships to Game on Girl! Summer Summit 2019 with Fit4Kids. Funding beyond the \$30,000 goal will continue to support the Junior League of Richmond's mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

The Junior League of Richmond was founded as a nonprofit group in 1926 by 59 young women, the Junior League of Richmond was affiliated in 1927 with the Association of Junior Leagues International (AJLI), which currently serves in a resource and advisory capacity. The Junior League of Richmond is an organization of more than 900 women committed to the mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers.

Please visit [www.jlrichmond.org](http://www.jlrichmond.org) for more information.

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