



FOR IMMEDIATE RELEASE

**The Junior League of Richmond to Raise Funds toward New EnviraGrow Mobile Learning Center
Serving Richmond's East End**

Utilizing Proceeds From the 2nd Annual "Little Black Dress Initiative" - March 19-23, 2018

Richmond, Va. (March 9, 2018) – The Junior League of Richmond (JLR) is proud to announce the second annual "Little Black Dress Initiative" (LBDI), a week-long fundraiser to be held March 19-23, 2018. This year's goal of \$35,000 will be used to purchase an [EnviraGrow Mobile Learning Center](#), which will provide more than 6,000 pounds of fresh produce annually.

Participating JLR members will be wearing the same black dress each day during the LBDI week to call to mind the lack of choices people in poverty face, such as what to eat for dinner or how to pay all the bills. The community is encouraged to donate to this worthy cause at

<https://connect.clickandpledge.com/Organization/jlrichmond/campaign/JuniorLeagueofRichmondLBDI>

This year's project focus has been selected in an effort to address an important need in the community served by JLR. The East End of Richmond, home to many of the children that the League works with throughout the year, is a food desert with limited access to affordable, good-quality fresh produce. The EnviraGrow Mobile Learning Center will be placed at one of JLR's community partners and will provide opportunities for workforce development, offset grocery costs for the partner organization, and promote education around health and nutrition.

During the inaugural LBDI in 2017, JLR set a fundraising goal of \$11,770 (the poverty level of one person in Richmond) toward the installation of United States of America educational playground maps at six Richmond Public Elementary Schools. With final donations totalling \$26,177, additional funds were used to sponsor trauma and resiliency training for one-third of Richmond Public School teachers through ChildSavers.

About the Junior League of Richmond

The Junior League of Richmond was founded in 1926 and is affiliated with the Association of Junior Leagues International (AJLI), which oversees 291 chapters in four countries and works to promote voluntarism and personal development among women. Richmond's League focuses its efforts on serving disadvantaged families, women and children at the local level and today boasts a membership of more than 900.

Please visit www.jlrichmond.org for more information.

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