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FOR IMMEDIATE RELEASE

The Junior League of Richmond Partners with Richmond Public Schools for a Community Education Project to Combat Poverty

Richmond, Va. (March 31, 2017) – The Junior League of Richmond (JLR) is proud to announce the launch of its inaugural “Little Black Dress Initiative” (LBDI), April 3-7, 2017. This initiative is a week-long fundraiser to raise \$11,880, which is the poverty level for a single person in the City of Richmond. The money raised will be used to install United States of America educational playground maps at six Richmond Public Elementary Schools. Targeted schools include Woodville, Fairfield Court, Greene, Carver, Overby-Sheppard, and Blackwell Elementary Schools.

JLR members will be wearing the same black dress each day during the LBDI week to experience first-hand 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 www.jlrichmond.org.

“The LBDI is a creative way for the JLR to bring awareness to the poverty that plagues our community, particularly in Richmond Public Schools where 40% of the children live in poverty. We can make a huge impact on our city’s children through this innovative and needed project,” states Joanne Frye, JLR President. “These maps represent community, learning, and our investment in the next generation.”

After the week-long fundraiser, JLR will kick off the map projects with a JLR Volunteer Day at Woodville Elementary on Saturday, April 8 at 9 a.m. JLR members will paint the USA map on the playground, along with working on needed landscaping projects and assembling snack and hygiene kits to give out to the students. At the event, JLR President Joanne Frye will be joined by a representative from the City of Richmond and Richmond Public Schools Superintendent Dr. Dana Bedden to encourage the community to support this initiative.

“Combatting poverty starts in the classroom,” comments Mayor Stoney. “The City of Richmond and RPS are excited to be partnering with the Junior League of Richmond to make a profound change in the lives of our children.”

“There is a direct relationship between education level and poverty” says Dr. Bedden. “It is imperative we change the paradigm that is adversely impacting our students and schools now. I applaud the efforts of the Junior League of Richmond to take the lead on providing RPS with one of its most-needed educational items, which will be something that all children in the community can use during the school year and even the summer.”

Please visit www.jlrichmond.org for more information.

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