



FOR IMMEDIATE RELEASE
FOR MORE INFORMATION:
Woozie Dell
Executive Director: Junior League of Charlotte
Woozie.Dell@JLCharlotte.org
Tel: 704.790.6533

The Junior League of Charlotte, Inc., Celebrates 90 Years of Service to Charlotte

Anniversary celebrations planned include service days, fundraising projects, and a party to celebrate all members and their contributions.

Charlotte, NC (April 14, 2016) – In 2016, the Junior League of Charlotte, Inc., (JLC) is celebrating 90 years of serving children and families in Charlotte and surrounding areas. To commemorate this milestone, the JLC will focus on doing what it does best: serving those in need, raising money to further the mission and reach of the organization, and providing growth opportunities for members.

Some of the initiatives planned for the 90th Anniversary include:

- **#JLCserve90:** April 2 kicked off a “90 days of service” campaign. Members are encouraged to find ways to continue to serve their community and use the hashtag #JLCserve90 to spread awareness of all the ways the JLC and its members are impacting the Charlotte area. Whether JLC community partners or causes special to a member (school, church, work events, etc.), members have been challenged to serve as many people as possible in 90 days.
- During the week of April 18-22, the JLC launched its inaugural **Little Black Dress Initiative (“LBDI”)** – a campaign to raise awareness of the challenges that face the over 1.6 million North Carolinians living in poverty. Participants selected a black dress from their wardrobe and wore that dress for five consecutive days. The campaign raised awareness of the difficulties facing those who are in need; educated people regarding how limited resources can affect daily life; and raised funds to support the vision of the JLC and its Healthy Family Initiative programs. In five days, the JLC surpassed their fundraising goal and raised over \$25,000.
- **Cheers to 90 Years Celebration:** On Saturday, May 7, the JLC will host an anniversary celebration and appreciation event for members and community partners at the JLC headquarters. The event will be an opportunity to highlight the successes spanning 90 years, as well as to further build relationships within the organization.

For 90 years, the JLC has been committed to promoting voluntarism, developing the potential of women, and improving the community. Cheers to 90 successful years, and here’s hoping for 90 more!

###

About the Junior League of Charlotte, Inc.

The Junior League of Charlotte, Inc. (JLC) is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community. Through its actions and the leadership of trained volunteers, the JLC has been a leading force in improving the lives of children and families. Since 1926, the JLC has dedicated over \$13.5 million dollars and more than 1.5 million hours of volunteer service to the greater Charlotte community. In the 2015-2016 year, the JLC will dedicate nearly \$100,000 and over 10,000 hours of volunteer service to the betterment of the Charlotte community. Projects supported by the JLC include: The Junior League of Charlotte's Cornerstone Project at Reid Park Academy, Alexander Youth Network, Give Kids A Smile, Big Shots Saturdays, JLC Healing Arts for Novant Health Hemby Children's Hospital, Second Harvest Food Bank and more. For additional information, call (704) 375-5993 or visit <http://www.jlcharlotte.org>. You can also follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

TRAINING VOLUNTEERS SINCE 1926

1332 Maryland Avenue

Charlotte, N.C. 28209

Phone (704) 375-5993 Fax (704) 375-9730

e-mail: info@jlcharlotte.org website: www.jlcharlotte.org