



FOR IMMEDIATE RELEASE
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The Junior League of Charlotte presents the third Little Black Dress Initiative

Making Poverty Unfashionable

Charlotte, NC (February 19, 2018) – The Junior League of Charlotte, Inc. (JLC) will be holding the third annual Little Black Dress Initiative (LBDI) the week of February 26 to March 2 with a fundraising goal of \$60,000. The LBDI is a campaign to highlight the challenges that face the over 1.6 million North Carolinians living in poverty and the programs and services of the JLC that help combat the effects of poverty. Living in poverty is one of the greatest threats to healthy child development. Leagues throughout North Carolina, the United States, and internationally participate in LBDI campaigns to raise awareness and funds for their neighbors in need.

LBDI participants will wear the same black dress for 5 consecutive days with a pin that reads *Ask Me About My Dress* with the goal of sparking conversation and spreading awareness about the initiative and its objectives.

The campaign hopes to do the following:

1. To raise awareness of the difficulties facing those in need and without access to resources
2. To raise awareness on how limited resources can impact daily life
3. To raise funds to support the programs and services of the JLC that improve the lives of those in our community living in poverty

LBDI was created by the Junior League of London, whose members wore the same black dress to work, parties, dinners, and events during London's Fashion Week to raise funds and increase awareness of poverty in the city. The successful campaign inspired the Junior League of Charlotte to host their first LBDI week in 2016, raising over \$25,000. That number doubled last year with \$50,000 raised.

Community members outside of the Junior League of Charlotte are invited to join the campaign and/or make a donation to the Little Black Dress Initiative. Interested participants can call [\(704\) 375-5993](tel:7043755993) for more information. Donations can be made online at <https://jlcharlotte-lbdi.causevox.com/>. Follow us on social media and the #LBDI, #JLCimpact, and #JLCharlotte to see the progress during our campaign.

TRAINING VOLUNTEERS SINCE 1926

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THE JUNIOR LEAGUE
OF CHARLOTTE, INC.

Making A Difference Since 1926

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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. From the Charlotte Nature Museum to Discovery Place to Levine Children's Hospital Family Resource Center, the League has left a legacy of service, dedication and compassion throughout the city. 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](tel:7043755993) or visit www.jlcharlotte.org. You can also follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

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