



FOR IMMEDIATE RELEASE
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**The Junior League of Charlotte celebrates success of
third Little Black Dress Initiative, *Making Poverty Unfashionable***

Charlotte, NC (March 12, 2018) – The Junior League of Charlotte, Inc. (JLC) is celebrating the success of the third annual Little Black Dress Initiative (LBDI) held the week of February 26 to March 2. The JLC set a fundraising goal of \$60,000. By the end of the week-long campaign, more than \$63,000 were raised, exceeding the goal! As of March 9, a total of \$66,150 were raised from 1,166 donors. “We are thrilled that the JLC’s commitment to the community has received such great support,” says JLC President Arina Kirk. “Our work changes lives, so this will make an enormous impact on our mission to improve communities in Charlotte.”

Donations are still coming in from generous contributors who are enthusiastic about supporting LBDI. Donations can be made to the LBDI fundraising page at <https://jlcharlotte-lbdi.causevox.com/> until Thursday, March 15, 2018. After March 15, all donations can be made to the JLC Annual Fund at https://www.jlcharlotte.org/system/donate_summary/.

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 wore the same black dress for five consecutive days with a pin that read *Ask Me About My Dress* with the goal of sparking conversation and spreading awareness about the initiative and its objectives. The social-media driven campaign had participants posting daily statistics and information on how poverty impacts children and families in Charlotte and Mecklenburg County. Social media posts include the hashtags #LBDI, #JLC and #jlcharlotte.

LBDI campaign goals:

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
(more)

TRAINING VOLUNTEERS SINCE 1926

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THE JUNIOR LEAGUE
OF CHARLOTTE, INC.

Making A Difference Since 1926

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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. The JLC is grateful for all of the participants and donors who made it possible to surpass the goal of \$60,000 this year.

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. 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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