

The Junior League of Charlotte presents the Little Black Dress Initiative

“Making Poverty Unfashionable”

Charlotte, NC (April 14, 2016) – During the week of April 18-22, The Junior League of Charlotte, Inc. (JLC) is launching its first ever 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. Poverty means living without the financial support to adequately cover shelter, healthcare, food and other essential necessities. As participants, our members will demonstrate the limits that poverty can play on citizens in our community by wearing one black dress for five working days:

1. To raise awareness of the difficulties facing those who are in need and have few resources;
2. To understand how limited resources can affect daily life; and
3. To raise funds to support the vision of the JLC and its Healthy Family Initiative programs that improve the lives of children and families in the greater Charlotte area through the delivery of mental, dental and physical health related services to the underserved among us.

The LBDI was pioneered by the Junior League of London who, during London Fashion week, wore the same black dress to work, parties, dinners, and events to raise funds and increase awareness of poverty in the city. The campaign was such a success, the group called on Junior League chapters across the world to host their own LBDIs throughout the year.

Growing up and living in poverty is one of the greatest threats to healthy child development and poverty, and financial stress can impede a child’s cognitive development and their ability to learn. Junior League of Charlotte members and other participants will wear the same black dress or outfit to work for five consecutive days with a pin that requests the public to, “Ask Me About My Dress,” with the goal of sparking conversation and spreading awareness of the initiative and its objectives. In addition, participants will be volunteering at local JLC community partners including Promising Pages, Second Harvest Food Bank, and The Alexander Youth Network.

TRAINING VOLUNTEERS SINCE 1926

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THE JUNIOR LEAGUE
OF CHARLOTTE, INC

Making A Difference Since 1926

FOR IMMEDIATE RELEASE
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Support The Junior League of Charlotte by joining the campaign and/or making a donation to the Little Black Dress Initiative at <https://connect.clickandpledge.com/Organization/jlcharlotte/campaign/LBDI>. Your donation will go directly to the Junior League of Charlotte and will help us continue to deliver on our mission in Charlotte and surrounding communities.

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](tel:7043755993) or visit www.jlcharlotte.org. You can also follow us on [Twitter](#), [Facebook](#), and [Instagram](#).

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