



Media eRelease  
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FOR IMMEDIATE RELEASE

**JUNIOR LEAGUE OF ANDERSON COUNTY CONTINUES THE LITTLE BLACK DRESS INITIATIVE**

*Members will raise money and awareness about poverty as it affects women and children in Anderson County*

**Anderson, SC (March 14, 2019)** – The Junior League of Anderson County (JLAC) will host the 2nd Annual Little Black Dress Initiative (LBDI) the week of March 18-23, 2019. Throughout the week, LBDI advocates will wear the same black dress (or attire) daily to raise awareness about poverty and illustrate the effects it can have on a woman’s access to resources, choices, confidence, and opportunities. This physical representation is paired with a social media driven fundraiser aimed to raise money by “making poverty unfashionable,” a phrase coined during the inaugural LBDI in 2014 by the Junior League of London (England). All money raised via donations to LBDI will be split among selected charitable organizations whose purposes align with Junior League’s mission to support women and children- AIM, Anderson Pregnancy Care, Foothills Alliance, Safe Harbor- and the JLAC signature program Seats for Safety.

LBDI is not just about wearing a black dress; it is about harnessing the power of the community to make a difference. Leading LBDI again this year, JLAC Membership VP Lauren James shared, “This is such an all around 'win' of a fundraiser. It's a great opportunity for us to give the provisional (new) class some real, tangible experience in their first year of Junior League because it is a low overhead fundraiser. It allows us to both learn and raise awareness about several issues in our community as well as additional non-profit organizations who work all year for the betterment of these issues. It fulfills our League mission statement by supporting our local community through charity and education.”

The iconic little black dress will be displayed on “Ask Me About My Dress” and “I Support” buttons worn by the advocates in order to spark conversation and spread awareness of the initiative and its objectives. Each participant will have her own Facebook fundraiser page, where she will post about issues that affect women and children- like how poverty affects education, domestic violence, reproductive health, human trafficking, and child-car safety. Earle Street Kitchen and Bar will host an LBDI night on March 16 and the Kitchen Emporium will host a wine tasting on March 19 to help promote awareness and raise funds. Facebook users can follow the

Junior League of Anderson County on its own Facebook page for posts and updates on the Little Black Dress campaign (<https://www.facebook.com/JuniorLeagueofAndersonCounty/>) or by searching for social media posts using #JLACdoesLBDI #weareJLAC #LBDI #beHERoic hashtags.

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**Junior League of Anderson County (JLAC)** is a member of the Association of Junior Leagues International, Inc. (AJLI), comprised of more than 200,000 women worldwide all focused on one mission: Women Building Better Communities. Since 1935, JLAC has grown to more than 200 members in Anderson County and has effectively worked to help women and children in our community. Its purpose is exclusively educational and charitable. For more information, visit [www.juniorleagueofandersoncounty.org](http://www.juniorleagueofandersoncounty.org).



**Wear BLACK** all week to  
“make poverty unfashionable”.  
*Funds raised this week also benefit:*



DONATE TODAY by visiting  
[juniorleagueofandersoncounty.org](http://juniorleagueofandersoncounty.org)

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**May 18-23, 2019**