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FOR IMMEDIATE RELEASE

## **JUNIOR LEAGUE OF ANDERSON COUNTY KICKS OFF THE LITTLE BLACK DRESS INITIATIVE**

*Members will raise money and awareness about poverty in Anderson County*

**Anderson, SC (April 25, 2018)** – The Junior League of Anderson County (JLAC) will kick off the Little Black Dress Initiative (LBDI) the week of May 14-18, 2018. 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. 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, and JLAC special projects that impact our community.

This social media driven fundraiser aims to raise money by “making poverty unfashionable,” a phrase coined during the inaugural LBDI in 2014. Former Junior League of London President, Zena Martin said, “The Little Black Dress Initiative was conceived, by Junior League of London, to raise awareness of the effect of poverty, and to be a voice for those in the community, whom we work to support. It is an honor to wear the dress for a week, and we are all very mindful of the privilege we have to lend our voices to this campaign.”

According to local 2016 statistics, 35.6% of children in Anderson County are living below the poverty level, and of the poor families in the area, 80% are female-led with no husband present. LBDI is not just about wearing a black dress; it is about harnessing the power of the community to make a difference. The iconic little black dress will be displayed on “Ask Me About My Dress” buttons worn by the advocates in order to spark conversation and spread awareness of the initiative and its objectives. Each woman participating will have her own Facebook fundraiser page, but the community can follow JLAC on its own Facebook page for updates on this 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).