**For Immediate Release**

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**JUNIOR LEAGUE OF CHARLESTON TO HOST LITTLE BLACK DRESS FUNDRAISER**

*Local women to raise funds for those living in poverty*

**CHARLESTON, SC** – Members of the Junior League of Charleston will host their second annual Little Black Dress Initiative, March 13-17. The Little Black Dress Initiative is a social media driven fundraiser that aims to raise funds and awareness for women in Charleston affected by poverty. With the goal to “make poverty unfashionable,” League members will wear the same black dress for five days in a row as a symbol of the lack of resources many women face due to financial hardship.

This is the second year in a row the Junior League of Charleston is hosting this fundraiser and they aim to raise $20,000. Originally started three years ago by the Junior League of London, the initiative has now spread to League chapters across the US and globally and has had direct impact on their local communities.

“The Junior League of Charleston is a leadership organization that is all about empowering young women to take active roles in our community and that is why we feel it is so important to host this particular campaign,” says Elizabeth Burwell, League President.

“For many of our League’s members, a little black dress is an iconic wardrobe staple. By wearing an item that we may take for granted, this fundraiser raises awareness and enables us to directly impact our local community,” says Madeline Spellerberg, LBDI Communications Chair.

JLC members will participate in the fundraiser by posting to their personal social media accounts daily to bring awareness to the campaign. In addition, each member will have their own donation page through the online fundraising site, [Everyday Hero](http://the-little-black-dress-initiative-2017.everydayhero.do./). All funds collected will be given to the several area non-profits that the Junior League of Charleston supports. To donate, visit, <http://the-little-black-dress-initiative-2017.everydayhero.do>.

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**About The Junior League of Charleston, Inc.**

The Junior League of Charleston, Inc., is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The Junior League of Charleston reaches out to women of all races, religions and national origin who demonstrate an interest in and commitment to voluntarism. [www.jlcharleston.org](http://www.jlcharleston.org).