



JUNIOR LEAGUE OF  
**CHARLESTON**

March 7, 2019  
For Immediate Release

Contact: Stephanie Ramia  
commchair@jlcharleston.org

**THE JUNIOR LEAGUE OF CHARLESTON ANNOUNCES  
2019 LITTLE BLACK DRESS INITIATIVE**

*Local volunteers amplify conversation on poverty and its effects on women*

CHARLESTON, S.C. – The Junior League of Charleston (JLC) announces the 2019 Little Black Dress Initiative (LBDI), a week-long advocacy initiative using the iconic “little black dress” to raise awareness of the less fortunate. The 4<sup>th</sup> annual JLC campaign will take place during the week of March 11-15 to encourage conversation and raise funds supporting the JLC mission to empower women and address the effects of poverty in the Charleston community. The JLC will host events between now and March 15 as part of the Initiative. Visit [www.jlcharleston.org](http://www.jlcharleston.org) to find out more information.

The JLC aims to raise \$20,000 as members wear the same black dress for five consecutive days during the Little Black Dress Initiative—a small gesture illustrating the lack of resources many women face due to financial hardship. Charleston county has a 15.3% poverty rate, significantly higher from the national average of 12.3% (DataUSA and Census Bureau), and statistics show that single mothers are more likely to suffer poverty’s devastating effects.

JLC members participating in the fundraiser will post to their personal social media accounts daily to bring awareness to the campaign. In addition, each member will have their own supporter page through the online fundraising site, <https://give.everydayhero.com/us/LBDI2019>. All funds collected support the JLC’s mission and several local nonprofit community partners, <https://www.jlcharleston.org/community/partnerships/>.

In addition to supporting your favorite LBDI member, you can also support the cause by attending one or more of these events throughout the Charleston area over the next few weeks:

**Thursday, March 7 from 5-8 p.m.**

Shop & Support at Palm Avenue

10% of proceeds will be donated to the JLC.

*251 King St., Charleston*

**Tuesday, March 12**

Percentage Night at Charles Towne Fermentory

*809 Savannah Hwy., Charleston*

**Thursday, March 14 from 5-7 p.m.**

Shop & Support at Ivy Rowe

10% of proceeds will be donated to JLC

*83 Vincent Dr. #101, Mt. Pleasant*

“The LDBI has been a great success for the JLC and other Leagues across the world as we raise awareness about our mission and the needs of the community,” shares Beth Bailey, president of the Junior League of Charleston. “Our hope is to continue this movement with proceeds going towards empowering all women and to fight hunger and homelessness in the Charleston community our Members serve.”

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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 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)