



JUNIOR LEAGUE OF CHARLESTON

The Junior League of Charleston Announces 2018 Little Black Dress Initiative *Local volunteers amplify conversation on poverty and its effects on women*

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For Immediate Release

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CHARLESTON, SC – The Junior League of Charleston (JLC) announces the 2018 Little Black Dress Initiative. The annual campaign will take place during the week of March 12-16, 2018, 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 several events between now and March 16 as part of the Initiative.

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 17.8% poverty rate, significantly higher than the national average of 14.8% (DataUSA), 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/team-little-black-dress-initiative-2018/members>. All funds collected support the League's mission and several local nonprofit partners, <https://www.jlcharleston.org/community/partnerships/>.

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

Wednesday, March 7 through Wednesday, March 14 at 12 p.m.

Online Shop & Support: www.jervanjewelry.com

Wednesday, March 7 from 3-6 p.m.

Shop & Support at Belle Hall Shopping Center | <https://www.facebook.com/events/1832020783761889/>

Participating Stores: Escapada Living, Zinnia, Il Brunettes, Cupcake Down South, Lavender Hill, Breathe Pilates Studio and Spa, and Mainstream Boutique! (Shoppers should mention JLC or LBDI)

Long Point Drive, Mt. Pleasant

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

Percentage Night at Holy City Brewing | <https://www.facebook.com/events/192738614832768/>

\$1.00 from every pint of Washout Wheat sold is being donated to our cause!

4155 Dorchester Road, Charleston

Sunday, March 11 from 10:30-11:30 a.m.

Barre Class at The Barre Code | <https://www.eventbrite.com/e/junior-league-charleston-little-black-dress-at-the-barre-code-tickets-43453299990>

1440 Ben Sawyer Blvd., Mt. Pleasant

Wednesday, March 14 from 6-8 p.m.

Shop & Support on King Street | <https://www.facebook.com/events/910625692442098/>

Participating Shops: Alex & Ani, Skinny Dip, and Spartina!

Friday, March 16 from 6-8 p.m.

Percentage Night at Pour Taproom

560 King Street, Charleston

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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.