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## **Junior League of Charleston Announces 2021 Little Black Dress Initiative**

Local organization amplifies 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 2021 Little Black Dress Initiative. The annual campaign, which will take place March 22-26, draws attention to the effects of poverty in our community and especially its effect on women. Little Black Dress initiative sparks engaging community dialogue and raises money to support the JLC's mission work.

Junior League members and other local women will wear the same black dress for five consecutive days during the initiative, a very small gesture illustrating the lack of resources many women face due to financial hardship. With the onset of COVID 19, many women who were struggling paycheck to paycheck, and thus increasing the cycle of poverty. The JLC efforts shine a light on these struggles and helps support long-term solutions.

JLC members participating in the fundraiser will post to their personal social media accounts daily for campaign. In addition, each member will have their own supporter page through the online fundraising site, [Just Giving](#).

"The JLC is a leadership organization that empowers women to take active roles in our community and that is why we feel it is so important to be a part of the Little Black Dress Initiative. This campaign allows us to create a dialogue with colleagues, friends and strangers alike to raise awareness of such an important issue and make a direct impact to our local community," says JLC President, Beth Meredith.

All funds collected support the JLC's unique approach of addressing community needs with trained volunteers and empowered leadership.

### **About Little Black Dress**

Founded in 2014 by the Junior League of London, the Little Black Dress Initiative (LBDI) is a week-long awareness and fundraising campaign that harnesses the power of social media to illustrate the restrictions poverty places on choices, opportunities, and access to resources. Advocates wear one black dress (or outfit) for five consecutive days, in an effort to spark conversations and awareness about poverty and related issues. They also tap into their social media networks by posting about the initiative

throughout the week. To date, dozens of Junior Leagues have replicated the initiative in their own communities, collectively sparking countless conversations and raising hundreds of thousands of dollars in support of important community programs.

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Mission and About:

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).