



# **J** THE LITTLE *black dress* INITIATIVE

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FOR IMMEDIATE RELEASE

## **LITTLE BLACK DRESS INITIATIVE**

### *REDRESS our MISSION*

[Savannah, GA, **March 4, 2019**]  
— The Junior League of Savannah will be participating in the Little Black Dress Initiative (LBDI) starting today, March 4<sup>th</sup>-8<sup>th</sup>. Throughout the week, LBDI Advocates will wear the same black outfit for five consecutive days to illustrate the effects poverty can have on a woman's access to resources, her confidence, and professional opportunities.

The Junior League of Savannah LBDI Advocates will share statistics through social media platforms to raise awareness on poverty and how it impacts food insecurity, health and wellness, safe and affordable housing, and social stigmas. The Junior League of Savannah has several programs in place within the community that help reduce the effects of poverty such as Backpack Buddies, Kids Who Care Scholarships, Frank Callen Boys & Girls Club, DIVAS, and Done In A Day projects.

Participants will also take part in a Kendra Scott Give Back Night on March 6th from 5:00-8:00p.m. at 311 West Broughton Street. Help us support the mission of the Junior League of Savannah with sips, sweets, and jewels! 20% of the sales will help us develop the potential of women and improving the community. If you are unable to attend, consider contributing via phone. Please call (912) 335-4938 to order.

This year, we hope to surpass last year's fundraising goal by raising more than \$17,500 to support our mission. Together, we can make a difference!

### **How to support the LBDI?**

The community can help support the Little Black Dress Initiative by making a donation at [crowdrise.com/jls-lbdi](https://www.crowdrise.com/jls-lbdi)