



## **JUNIOR LEAGUE OF GREENVILLE CELEBRATES INAUGURAL LITTLE BLACK DRESS INITIATIVE (LBDI)**

**WHAT:** Junior League of Greenville's Little Black Dress Initiative Celebratory Drop-In

**WHEN:** Thursday, November 16 from 5:30 p.m. to 7 p.m.

**WHERE:** Nose Dive  
116 S. Main Street  
Greenville, SC 29601

**WHO:** Members of the Junior League of Greenville  
Sponsors of the Junior League of Greenville  
Media Representatives  
Community Guests

**DETAILS:** The Junior League of Greenville (JLG) is hosting a celebratory drop-in to raise awareness about its inaugural Little Black Dress Initiative (LBDI), a social media driven fundraising campaign from November 13-17 that features the iconic LBD.

Over 30 JLG Members will wear the same black dress for five consecutive days as a symbol of the effects of socio-economic limitations and to raise awareness of the JLG's mission and those less fortunate its Members serve. Funds raised during LBDI will support community projects of the Junior League who has contributed over \$2.7 million and countless hours of volunteer service directly to the Greenville community.

Join us November 16 from 5:30-7 p.m. to learn more about the JLG and LBDI, and celebrate with LBDI participants. The event is open to the public and the media is invited to film, photograph and talk to members of the Junior League.

**MEDIA** Meg Ried, JLG Communications VP - 630-272-8075, meganried@gmail.com

**CONTACT:** Tierney Gallagher, JLG PR Chair - 717-587-8457, tierneybgallagher@gmail.com

### About Junior League of Greenville

The Junior League of Greenville is an organization of women committed to promoting volunteerism, 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 Greenville initiates and participates in programs and partnerships that enhance the physical, emotional and educational well-being of children and families. For more information about the Junior League of Greenville, please visit [www.jlgreenville.org](http://www.jlgreenville.org).

###