



For Immediate Release

Media Contact:

Anna McPherson, President
Junior League of Greater Orlando
president@jlgo.org

Junior League of Greater Orlando Closing Thrift Store Operations on Ivanhoe Row

Women's Civic Leadership Organization Closing Thrift Store Operations at 2010 North Orange Avenue

ORLANDO, Fla. – On Sunday, March 4, the Junior League of Greater Orlando will close thrift store operations at 2010 North Orange Avenue on Ivanhoe Row.

The Junior League of Orlando opened the Next-to-New Shop thrift shop in 1931 in Central Florida. The Junior Service League of Winter Park opened the Twice as Nice thrift shop in 1961 to serve the community's need for a place to buy new and gently used clothes and household goods. In 1974, when the Junior League of Orlando and the Junior Service League of Winter Park merged to form the Junior League of Greater Orlando (JLGO), the Bargain Box Resale Shop moved from Royal Plaza Maitland to Winter Park. In 2012, the JLGO again moved thrift store operations to 2010 North Orange Avenue to attract shoppers on Ivanhoe Row. Proceeds from the thrift store benefit the mission of the JLGO, a nonprofit organization focused on developing women's civic leadership potential through volunteerism.

Although the JLGO's thrift store has long served the Central Florida community, with declining sales, increasing operation costs, and growing competition in the resale market, it is no longer a sustainable means of support for the organization's mission. Other Junior League chapters across the country have also closed operations of their own thrift shops. Junior League President Anna McPherson said, "Like so many other thrift stores run by Junior Leagues across the country, the JLGO's thrift store at 2010 North Orange Avenue faced escalating operating costs and a decline in store revenue. Increased competition, especially with the advent of online shopping and online consignment, combined with the popularity of "fast fashion" in the retail sector have also played a role."

The JLGO will host a series of sales throughout the month of February, ahead of the closing on March 4. Merchandise will be heavily discounted. Check JLGO's Facebook and Instagram accounts for the latest sales information. The store will operate as usual until closing day on March 4. The JLGO will relocate its headquarters to The GAI Building at 618 E. South Street, Suite 500, Orlando, FL, 32801, on March 1, 2018.

"The JLGO just celebrated 70 years as an organization," McPherson said. "As we think about our next 70 years, we are focused on dynamic future fundraisers that support our mission of training our members as civic leaders making a difference in the Greater Orlando community." To partner with the JLGO, please contact us at info@jlgo.org or visit www.jlgo.org.

ACCEPTING DONATIONS THROUGH FEBRUARY 4th

www.facebook.com/juniorleagueofgreaterorlando

<https://www.instagram.com/jlgorlando/>

About Junior League of Greater Orlando, Inc. The Junior League of Greater Orlando, Inc. 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 with a focus on identifying and creating programs that address the issues of childhood health, hunger, and poverty. The Junior League of Greater Orlando involves more than 700 women who believe in making a difference in their community. For more information, visit www.jlgo.org.

JUNIOR LEAGUE OF GREATER ORLANDO

2010 North Orange Avenue, Orlando, FL 32804 www.JLGO.org
P: 407.898.1700 F:407.898.1702 E: info@JLGO.org