



FOR IMMEDIATE RELEASE
February 20, 2018

Junior League of Greater Orlando Aims to Make Poverty Unfashionable

The Little Black Dress Initiative Returns to Raise Awareness and Funds to Benefit Victims of Poverty in Orlando

ORLANDO, FLA. – –A staple in many closets, the little black dress has become a timeless icon, representing an easy wardrobe solution to fit any occasion. But from March 5 through 8, the Junior League of Greater Orlando (JLGO) will instead employ this closet workhorse as a symbol of the lack of choice and the limited opportunities available to people living in poverty in Orlando. For the second year in a row, members and friends of JLGO will participate in the Little Black Dress Initiative (LBDI) by wearing the same black dress for four days in row, along with a button that reads “Ask Me About My Dress,” to ignite conversations with colleagues, friends, and others about poverty.

This four-day campaign encourages participants to harness the power of their social media networks to drive online donations that will support the JLGO’s mission to improve the lives of women and children in the Orlando community. At 17.8%, the poverty rate in Orange County exceeds the state average, and includes an estimated 25.2% of all children below the age of 18.

Community members can take action by registering to participate in the LBDI, or by making a donation to the campaign efforts, at jlgo.org/littleblackdress. Using the hashtag #theLBDIorlando and tagging @jlgorlando helps participants engage with online supporters to raise awareness and funds to benefit victims of poverty in Orlando. To learn more about this year’s campaign, email lbdi@jlgo.org.

On the evening of March 8, participants and supporters are invited to celebrate the finale of the campaign at JLGO’s Paint the Town Red fundraiser event at World of Beer, Downtown Orlando. More information about this party with a purpose can be found at jlgo.org/paintthetownred.

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About Junior League of Greater Orlando

The Junior League of Greater Orlando (JLGO) is a women's leadership training organization creating lasting community change. The JLGO’s mission is to promote volunteerism, develop the potential of women, and improve the community through the effective action and leadership of trained volunteers. For 70 years, the JLGO has been a catalyst for lasting community change by empowering trained volunteers to enhance the lives of children and families. Since 2010, the JLGO has focused their efforts on addressing community needs around childhood health, hunger and poverty. To learn more about their efforts in the Greater Orlando community, visit www.jlgo.org/community.

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