



FOR IMMEDIATE RELEASE

03/04/2024

**The Junior League of Greater Orlando Partners with Dillard's to Raise Awareness About Local Poverty**

The Junior League of Greater Orlando will be participating in its "Little Black Dress Initiative" (LBDI) from March 11<sup>th</sup> to the 15<sup>th</sup>. The LBDI is a week-long social media and community events campaign that uses the iconic "little black dress" to raise awareness about poverty in the Orlando community. Traditionally, LBDI participants wear one black dress or an all-black outfit for five consecutive days to illustrate the effects poverty can have on our society. Participants also wear a pin on button that reads "Ask Me About My Dress" to invite dialogue among colleagues, friends and strangers.

The JLGO will be partnering with Dillard's in The Florida Mall on Thursday, March 14th from 7 to 9 PM for its "Fashioning Change with Dillard's" event as part of the JLGO's Little Black Dress Initiative. Ten percent of all merchandise sales made during the event will benefit the JLGO. If you can not attend the event, you may contact the store manager to book an appointment with a Dillard's stylist or shop in advance and have your merchandise held in the store and Dillard's will ship your merchandise or you can pick up your items after the event. Online orders are not included in the fundraising shopping experience.

Dillard's in The Florida Mall.

8001 S Orange Blossom Trl, Orlando, FL 32809

Store Manager: Solange E. Silva

Phone: (407) 240-1771

**About Junior League of Greater Orlando**

The Junior League of Greater Orlando (JLGO) 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. Our purpose is exclusively educational and charitable. To learn more about their efforts in the Greater Orlando community, visit [www.jlgo.org](http://www.jlgo.org).

**MEDIA CONTACT**

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