



MEDIA ALERT

The Junior League of Phoenix Little Black Dress Initiative

WHAT: *For a second year, the Junior League of Phoenix (JLP) will be participating in the Little Black Dress Initiative (LBDI), a social media driven campaign that aims to raise awareness about the limits low income families face.*

During the LBDI, JLP members will wear the same black dress for five days. By limiting themselves to a single black dress for five consecutive days, members will outwardly symbolize the limits women, children, and families face in Arizona.

Currently in Arizona, 1 in 4 children consistently don't have the food they need to grow and thrive. Additionally Arizona education data shows low income students lag by as much as 44 percentage points on achievement tests. The Junior League believes every child deserves an equal opportunity to learn, be healthy, grow and succeed.

"The reason I am wearing this dress is to illustrate the limits some in our community face. By supporting us, you will assist us in continuing to improve our community and together our potential is limitless" said Wendy Brooks President, The Junior League of Phoenix, Inc.

The Junior League of Phoenix's focus area of "Building a Healthy Arizona" is centered on the idea that all Phoenicians should have access to healthy food and to the information that can help them improve their families' health. JLP supports this focus area through programs addressing: (1) food insecurity/food access; and (2) nutrition and obesity.

Funds raised from the LBDI campaign will benefit JLP's community programs including:

- *Kids in the Kitchen – a program focused on teaching kids and families about nutritional food choices and healthy activities*
- *United Way's Ending Hunger in the Classroom – a program that addresses food insecurity in school-aged children*
- *Kids Cook with Heart – an initiative that provides hands-on healthy cooking classes that seek to combat childhood obesity*
- *ROCKETS Raising Our Children's Knowledge by Educating Through Science is a theme- based program that promotes early childhood development of science skills. The program provides hands-on science activities, supplemented with math lessons, to at-risk children in Maricopa County to help foster problem solving, critical thinking, and exploration skills that are critical to future academic success.*

To donate to JLP's Little Black Dress Initiative, [click here](#).

WHO: The Junior League of Phoenix

WHEN: October 1st – October 5th, 2018

ABOUT: [About the Junior League of Phoenix](#)

The Junior League of Phoenix, Inc. is a 501(c)(3) not-for-profit organization of over 1,000 women committed to promoting voluntarism, developing the potential of women and improving the Valley of the Sun through the effective action and leadership of trained volunteers. For more than 80 years, JLP has invested almost \$4.1 million in the community and contributes over 75,000 volunteer hours annually. Current League programs are structured around JLP's focus area of "Building a Healthy Arizona." For more information about The Junior League of Phoenix, please visit jlp.org.

MEDIA
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