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FOR IMMEDIATE RELEASE
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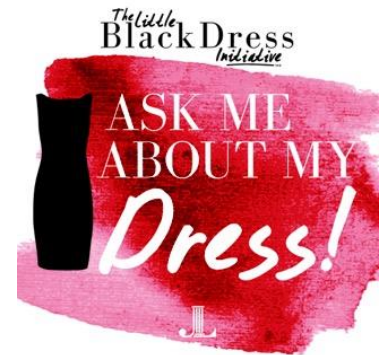


Georgia's Junior Leagues Participate in Inaugural Little Black Dress Initiative

Georgia has one of the highest poverty rates for children in the United States at over 26 percent. Some statistics say that 40+ percent of single family homes are living below the poverty line. Growing up in poverty is one of the greatest threats to healthy child development. Poverty and financial stress can impede a child's cognitive development and his ability to learn.

The **Junior Leagues of Georgia** will participate in an inaugural **Little Black Dress Initiative** (LBDI) throughout the year to shed light on the existence of generational poverty and its effects on women and children that face limited choices every day. The LBDI, created and started by the Junior League of London, will encompass League members wearing one black dress (or outfit) for five days to illustrate the effects poverty can have on a woman's access to resources, confidence, and opportunities. The following Junior Leagues of Georgia will participate:

- The Junior League of Athens
- The Junior League of Atlanta, Inc.
- The Junior League of Augusta
- The Junior League of Cobb-Marietta
- The Junior League of Columbus
- The Junior League of DeKalb County
- The Junior League of Douglas County
- The Junior League of Gainesville-Hall County
- The Junior League of Gwinnett & North Fulton Counties
- The Junior League of Macon
- The Junior League of Savannah



The LBDI began in metro-Atlanta with The Junior League of Atlanta October 19-23rd, and the **Junior League of DeKalb County** will continue with its campaign beginning **February 29th**, by asking its members to each wear one black dress/outfit for five consecutive days with a pin that says, "**Ask Me About My Dress,**" to spark conversation and spread awareness of the initiative and its objectives.

"Being in one of the richest nations in the world, many people don't realize the extent of poverty, homelessness, and food insecurity in the US and our local communities. Within DeKalb County alone, over 45,000 children live in a household below the federal poverty level, and 70% of DeKalb's children in public schools are eligible for reduced or free lunch. We are honored to collaborate with our fellow Georgia Leagues on The Little Black Dress Initiative to bring these issues to the forefront. By engaging in conversations and spreading awareness, we hope to breed action and encourage change," said **Mindy Kaplan, 2015-2016 President of the Junior League of DeKalb County.**

The Junior League of DeKalb County will be culminating its LBDI awareness week by hosting a **Community Service Day on March 5th** at Our House located at 711 South Columbia Drive, Decatur, GA 30030.

Please [support the LBDI today](#) by giving a donation or participating in this awareness campaign. Donations are being accepted through March 5th via JLD members or through an online giving site.

About the Junior Leagues of Georgia

Each Georgia Junior League Chapter is an organization of women committed to promoting voluntarism, developing the potential of women, and to improving the community through the effective action and leadership of trained volunteers. Their purpose is exclusively educational and charitable.