

## THE JUNIOR LEAGUE OF ATLANTA, INC. PARTICIPATES IN LITTLE BLACK DRESS INITIATIVE 2022

**ATLANTA, GA** – Beginning October 17th through October 24th, The Junior League of Atlanta, Inc. (JLA) will be participating in the Little Black Dress Initiative (LBDI) raising community awareness about the issue of generational poverty in Georgia.

The Little Black Dress Initiative is where members of the JLA community wear the same black dress for a week in order to increase the conversation around challenges that many of those in generational poverty face when it comes to obtaining basic necessities like clothing and access to hygiene products. JLA and our advocates use this as a tool to not only raise awareness, but to also raise money to support programs that provide resources to help those facing poverty, particularly women and children.

Last year, The Junior League of Atlanta, Inc. and our advocates were able to raise over \$50,000 in support of this cause. This year we are aiming to raise even more. We invite everyone to join in this important cause as we work to eliminate generational poverty. Please visit <https://www.jlatlanta.org/little-black-dress-initiative/> or watch the below video to learn more.

<https://www.youtube.com/watch?v=TYpmjp0CKDQ>

If you are interested in interviewing or covering this event, please reach out to the contact information listed below.

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### **About The Junior League of Atlanta, Inc.**

During the 2021-2022 league year, JLA members volunteered with more than 50 local partners, virtually and in person, contributing a value of \$1.3 million to the metropolitan Atlanta community. The organization also provided \$150,000 in direct cash contributions to various Atlanta nonprofits. To learn more about The Junior League of Atlanta, Inc., visit [jlatlanta.org](http://jlatlanta.org).

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