* ***FOR IMMEDIATE RELEASE***

**Press Contact:**

**Junior League of Elizabeth-Plainfield, Nydia M Diefenbach**

**T: (908) 709-1177 / E:** [**information@jlepnj.org**](mailto:information@jlepnj.org)

***Junior League of Elizabeth-Plainfield Launches First Ever Little Black Dress Fundraiser***

CRANFORD, NEW JERSEY {October 30th, 2017} – The Junior League of Elizabeth-Plainfield (JLEP) is launching its first ever Little Black Dress Initiative, a weeklong fundraising campaign that uses the iconic little black dress to raise awareness about poverty and its effects on women in society.

Participants wear the same little black dress for five consecutive days and a pin that reads “Ask Me about my Dress” to spark conversation about the initiative and its objectives. They are encouraged to use their social media platforms to drive online donations, which are collected through a charitable fundraising site.

Funds raised from the LBD Initiative will benefit JLEP’s signature projects: Career Closet, which provides professional clothing to low-income women, and Teen Closet, a girls’ empowerment initiative that works with at-risk female high school students in Union County.

“We are pleased to be able to launch our first ever Little Black Dress Initiative and join the ranks of our sister Junior League chapters who’ve come before us and forged a way with their LBDI efforts,” said JLEP President Nydia M Diefenbach. “Our hope is that by putting a spotlight on poverty in our local community we are able to bring awareness to an underserved population of our community.”

The LBDI fundraiser will officially kick off on “Giving Tuesday,” November 28, and will run through Saturday, December 2.

For more information on how to participate or donate, visit blackdressdonate.org.

**About the Junior League of Elizabeth-Plainfield**

The Junior League of Elizabeth-Plainfield is a chapter of the Association of Junior Leagues International, Inc. and is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

In spring 2018, JLEP will celebrate 95 years.

**For more information about the Junior League of Elizabeth-Plainfield, please contact:**

Nydia M Diefenbach, President 2017-2018, Junior League of Elizabeth-Plainfield

Tel. (908)709-1177 / E: [information@jlepnj.org](mailto:information@jlepnj.org) / W: <http://www.jlepnj.org/little-black-dress-2017.html>; blackdressdonate.org.