



JUNIOR LEAGUE OF
BOSTON

2017 DESIGNER SHOW HOUSE MEDIA KIT



We thank you for your support
of the Junior League of Boston

The Junior League of Boston (JL Boston) 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.

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JL Boston was established in 1906 by a group of Boston women interested in educating young women on the social needs and problems of the greater Boston Metro community. For over 110 years, our members have worked as volunteers to build a better community in Boston.

JL Boston is now part of the Association of Junior Leagues International (AJLI), an organization of 291 Junior League chapters in four countries. The organization is composed of more than 150,000+ dedicated and creative female members from varying backgrounds and interests, who share a commitment to volunteering. JL Boston's trained volunteers began as a progressive, motivated and dedicated collection of inspired female volunteers, and today, we honor these roots, and continue their legacy.

The JL Boston community focus is "The Wellness of Girls: Developing tomorrow's healthy and confident women and leaders." Funds raised are used to support JL Boston's mission, including our community service initiatives described below. Funding will also help us develop future community service initiatives that are consistent with our mission.

During 2015, JL Boston volunteers provided over 5,000 hours of service, valued at over \$125,000. Eighty-one percent of our nearly 1,000 members feel they are making a difference in the community. These hours were distributed in the following ways:

Physical Well-Being

952 Hours

Leadership & Empowerment

2,704 Hours

Community Building

1,363 Hours

From 2013 to 2015, JL Boston contributed over 19,000 hours to the Boston-area community, valued at over \$500,000. This number continues to grow as we add new projects that are made possible through funding from our dedicated partners.

Our programs include:

JL Boston Amigas
JL Boston Arts
JL Boston Community Impact
Kids in the Kitchen
JL Boston Leader Within
JL Boston Learning Circles
JL Boston STEM

Our community collaborators include:

Boston Renaissance Charter School
Boys & Girls Club of Charlestown
Excel Academy
Youth Villages – Germaine Lawrence Campus
Pacific Rim Charter School
Salesian Boys & Girls Club of East Boston
Boys & Girls Clubs of Boston: Berkshire Partners Blue Hill Club

For more information about our community programs, please visit jlboston.org/community.

ABOUT THE 2017 DESIGNER SHOW HOUSE



For 46 years, the JL Boston has been New England's premier designer show house host.

Using a property as a blank canvas, the JL Boston Designer Show House gives area designers the opportunity to demonstrate their talents and unique design style through complete redecoration of the home. A major fundraiser for JL Boston, the Designer Show House program increases awareness of the JL Boston's vital community programs and furthers the mission of the JL Boston to serve the women and children of the greater Boston community.

Throughout our 46-year Designer Show House history, JL Boston has worked with significant historical and national park properties. This year, JL Boston is proud to announce its partnership with the Belmont Woman's Club to host the 2017 Designer Show House at the historic 1853 William Flagg Homer House located in Belmont, MA.

Over 20 rooms and spaces will be transformed by renowned designers who generously donate their time and materials; each of the design areas in our Show Houses are redesigned with an eye to maintaining the property's original character.

All proceeds from the JL Boston Designer Show House benefit the JL Boston's signature community programs, impacting women and at-risk girls in the Boston area and contributing to the development of philanthropic service initiatives that promote the mission of the JL Boston. JL Boston is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code and you may receive a tax benefit for your contributions to the event.

JL Boston's Designer Show House will be open to the public for viewing in October 2017. During this time, the community is welcomed into the property to view the magnificent transformation that the home has gone through and to learn more about the designers and vendor partners who have made that transformation possible. Special events and programming are also held throughout the month-long initiative to boost additional exposure and awareness for the JL Boston, the designers and the property.

ABOUT BELMONT WOMAN'S CLUB & THE 1853 HOMER HOUSE

JL Boston is pleased to announce its official property for the 2017 Designer Show House – the 1853 Homer House – in partnership with the Belmont Woman's Club (BWC).



The William Flagg Homer House is a historic Belmont landmark, built in 1853 by William Homer, and is one of the few preserved examples of architecture that is a combination of late Bracketed Italianate and early French Mansard. Winslow Homer, the nephew of William Flagg Homer and one of the most important figures in 19th Century American art, spent summers at his uncle's residence in Belmont, and for a significant period of his life, his world revolved around the house at 661 Pleasant Street.

The Belmont Woman's Club has been a part of the Belmont community since 1920. Organized to encourage women's active involvement in educational and philanthropic activities, BWC purchased the 1853 Homer House in 1927 after learning that a developer planned to tear it down. The BWC established the 1853 Homer House as its permanent residence and has maintained the property ever since.

2017 DESIGNER SHOW HOUSE CALENDAR OF EVENTS

JL Boston has planned an incredible program full of events and opportunities to support and partner with our organization.

WEDNESDAY, OCTOBER 4

Press Preview Day

Members of the press are invited for an exclusive preview of the home, just before it opens to the public. For more information please contact info@fuscofour.com.

Sneak Peek Preview Party

An opening celebration for JL Boston members and friends to view the completed transformation.

THURSDAY, OCTOBER 5

Designer & VIP Preview Party

A second evening of opening celebrations, this exclusive event is open to designers and special guests.

OCTOBER 7 - NOVEMBER 5

Open to Public

The 2017 Designer Show House will be open for viewing October 7 – November 5 with special hours on Monday, October 9.

Weekly Hours of Operation

- Monday: Closed
- Tuesday: Closed
- Wednesday: 10-8
 - Wednesdays are Designer Days. Meet the designers and speak with them about the inspiration for their space.
- Thursday: 10-8
- Friday: 10-5
- Saturday: 10-5
- Sunday: 10-5

2017 DESIGNER SHOW HOUSE MEDIA RESOURCES

About the 2017 Designer Show House

The 2017 Designer Show House will take place at the 1853 William Flagg Homer House in Belmont MA, just steps away from picturesque downtown Belmont. The house is currently owned and preserved by the Belmont Woman's Club, and was previously owned by William Flagg Homer and his wife Adeline Wellington, uncle and aunt of American landscape painter, Winslow Homer.

All proceeds from the 2017 Show House will go exclusively to fund the Junior League of Boston's charitable mission. The Junior League of Boston, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. For more information, please visit www.JLBoston.org.

About the Junior League of Boston

The Junior League of Boston, Inc., a 501(c)(3) charitable organization, 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.

Since 1971, JL Boston has hosted designers show houses in the greater Boston community, partnering with top designers to showcase beautiful designs and unique historical properties. In 2016 the Designer Show House celebrated its 45th anniversary at the 1854 Nathaniel Allen House in Newton, Massachusetts. Owned by the Newton Cultural Alliance (NCA) since 2012, the property supports small and medium sized performances and cultural events. To learn more about JL Boston refer to www.jlboston.org.

About the Belmont Woman's Club

The Belmont Woman's Club, a 501(c)(3) charitable organization, has been a part of the Belmont community since 1920. Dedicated to providing service to the community in the form of education, scholarships, and community improvements, the Club purchased the 1853 William Flagg Homer House, a historic site associated with the early career of iconic American artist Winslow Homer, on Pleasant Street in 1927 after learning that a developer planned to tear it down. The Belmont Woman's Club established the Homer House as its permanent residence and has maintained the property ever since, which is a host site for both member and public events. To learn more about the Belmont Woman's Club and the 1853 Homer House refer to www.1853BWChomerhouse.org.

Quotes

"The 2017 Designer Show House is a spectacular display of Boston's top designers and landscapers, who are passionate about sharing their love for design and show their support for the Boston community by partnering with us. Furthermore, our relationship with the Belmont Woman's Club and their focus on the arts and the greater Belmont community could not be a better canvas for this can't-miss event. The funds raised go directly to support the women and girls who benefit from Junior League of Boston's training and community service programs "

Suseen Divino, Co-chair, 2017 Designer Show House

"Both the Junior League of Boston and the Belmont Woman's Club have a long history of building the potential of women leaders in Greater Boston through community and educational initiatives. This partnership is one that will leave a lasting impression. Using the stunning and historically significant 1853 William Flagg Homer House, which has ties to the renowned Winslow Homer, will be very special as Junior League of Boston supports the arts."

Karen Page, President, Junior League of Boston

"As a woman business owner and an interior designer I jump at the chance to participate in the Junior League of Boston's Designer Show House. It gives me the opportunity to breathe new life and color into a space while raising funds to support the programs that are building Boston's next generation of women leaders. Truly the best of both worlds."

Mally Skok, Mally Skok Design

Logos

[Link to Junior League of Boston Logos](#)

PROPER NAMING CONVENTIONS & HASHTAGS

Social Media Activity

JL Boston has an active social media presence and strong following across the following social media channels. All events and partnerships are actively promoted across the appropriate channels, based on the initiative, for optimal reach and exposure.

Facebook	/bostonshowhouse, /BostonJL
Instagram	@bostonshowhouse & @juniorleagueofboston
Twitter	@bostonjl
LinkedIn	/company/junior-league-of-boston
Website	bostonshowhouse.org & JLBoston.org
Email	showhouse@jlboston.org
Hashtags	#bostonshowhouse #jlboston #historichomes #interiordesign

Proper Naming Conventions

Junior League of Boston

JL Boston*

Belmont Woman's Club

BWC*

**On secondary uses only.*

Improper Use

Jr. Boston

Jr. League

Jr. League of Boston

JLB

Belmont Women's Club