

One Dress, One Vision, Five Days

The Junior League of Boston seeks to raise awareness of the effects of sexual and domestic violence against women.

BOSTON ([PRWEB](#)) January 12, 2019 -- The Junior League of Boston (JL Boston) will hold its second annual Little Black Dress Initiative (LBDI) from February 25 through March 1 to raise awareness about the effects of sexual or domestic violence against women. Advocates will wear the same black outfit for five consecutive days and buttons that read, "Ask Me About My Dress," to prompt conversations about these key issues in the communities of Greater Boston.

"We are honored to launch the LBDI campaign for a second consecutive year as it serves to deepen the impact that our members are already making in Greater Boston communities," said Michelle Lentz, 2018- 2020 JL Boston President. "We are proud to serve as advocates for the issue of sexual and domestic violence against women and girls, bringing broader awareness and working to make a positive change in the lives of those affected."

The Junior League of Boston raised over \$30,000 in 2018 and aims to raise over \$50,000 in 2019. The funds raised from the campaign enable JL Boston to deliver on its mission to develop the potential of women and improve communities through the effective action and leadership of trained volunteers. The Boston Area Rape Crisis Center (BARCC) and Catie's Closet have been chosen as the two community partners and beneficiaries of this year's campaign. BARCC works to end sexual violence for all people through healing and social change, and Catie's Closet works to improve school attendance by providing clothing and toiletries to children in need, right within their schools.

"We're so thankful for the Junior League of Boston's commitment to ending sexual violence. For more than 100 years, the determined and altruistic women of JL Boston have put their efforts toward improving the communities around them. For 45 years, BARCC has provided free and confidential services to survivors of sexual violence and their loved ones. Thank you for partnering with us to make Greater Boston a safer and stronger community," shared BARCC's executive director, Gina Scaramella.

While raising funds through online donations, participants of LBDI will harness the power of social media by sharing their personal stories, connections, and insights on sexual and domestic violence in the communities of Greater Boston. Join the conversation on social media by using the hashtag #LBDIBoston.

If you would like to serve as an advocate, please sign-up online (https://members.jlboston.org/?nd=vms_public_form&form_id=47). You don't have to be a Junior League of Boston member to participate. We also invite you to attend the LBDI kickoff event on February 7, 2019. For more information, visit the kickoff event's registration page (<https://www.eventbrite.com/e/little-black-dress-initiative-kick-off-tickets-53314209235>).

About the Junior League of Boston:

The Junior League of Boston is part of the Association of Junior Leagues International, an organization of 291 Junior League chapters in four countries. The organization is composed of dedicated and creative women from varying backgrounds and interests, who committed to promoting voluntarism, developing tomorrow's healthy



and confident women and leaders and improving communities through effective action and leadership.

To donate to JL Boston and help expand our impact, please visit <http://www.jlboston.org>.

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