



A CAPITAL COLLECTION OF

HOLIDAY *Shops*

PRESENTED BY
THE JUNIOR LEAGUE OF WASHINGTON

2019 Media Kit



The Junior League of Washington (JLW) would like to thank you for supporting the 61st and final Holiday Shops. We greatly appreciate your involvement in one of our largest fundraisers. This event helps us continue our work to empower women to build a better Washington, DC, through voluntarism and civic leadership.

Included in this kit is information to help you promote your support of the Junior League, gain maximum exposure, and ensure everyone knows you are a proud 2019 Holiday Shops merchant.



For more information about Holiday Shops and our special events, visit www.jlw.org/holidayshops

Community Impact



Holiday Shops has raised millions of dollars to support JLW's efforts to improve the Washington, DC, community through the effective action and leadership of trained volunteers. Last year alone, Holiday Shops members logged thousands of hours of volunteer work in support of Holiday Shops events.



Your Impact



By participating in Holiday Shops, you are helping support our work with DC-area nonprofits, including:

- Bright Beginnings
- Washington School for Girls
- N Street Village
- Horton's Kids
- A Wider Circle

Each year, JLW volunteers impact the lives of thousands in our community.

About Holiday Shops



JLW hosted the first Holiday Shops in 1959. Since then, Holiday Shops has hosted First Ladies, foreign dignitaries, and community leaders. Today, Holiday Shops is one of JLW's major fundraisers, welcoming thousands of shoppers each year. Our guests enjoy tasty treats and libations, fabulous fashion and gifts, exciting entertainment, an auction, and festive special events - all to support JLW's volunteer work in the greater Washington, DC, area.

Logo Usage

Please use our Holiday Shops logo, badges, and save-the-date on your website and social media to let everyone know you are a merchant at the 2019 Holiday Shops. Visit tinyurl.com/jlw2019 to download these files.

Colored Logo



Supporter Badges



Horizontal Logo



Graphics



Social Media

Below, please find sample social media posts to share your support of Holiday Shops. Be sure to tag us in your posts & follow us!



We're proud to be a merchant at the Junior League of Washington's Holiday Shops! We invite you to join us November 22-24 for a weekend of shopping and special events to benefit the Washington, DC, community.



Make your day merry and bright by joining us at Dock5 at Union Market on November 22-24 for the Junior League of Washington's 61st Holiday Shops! Learn more at jlw.org/holidayshops.



Here comes Santa Claus! He'll be at the Junior League of Washington's Holiday Shops on November 23 & 24 - and so will we. Shop with us to support JLW's volunteer work in the Washington, DC, community. Learn more at jlw.org/holidayshops.



The holidays are almost here! We are kicking off the season at the Junior League of Washington's Holiday Shops, November 22-24.



'Tis the season for giving! We're celebrating by supporting the Junior League of Washington's incredible volunteer work in the DC community. Join us at the JLW's Holiday Shops on November 22-24 at Dock5 at Union Market.



Let's Connect!



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@JLWDC

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@JLWDC

Twitter

@JLWDC

Hashtag

#JLWHolidayShops