



HOLIDAY

59TH ANNUAL

Shops

NOV 17-19

PRESENTED BY
JUNIOR LEAGUE OF WASHINGTON
Shopping for a Cause

2017 MEDIA KIT

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The Junior League of Washington (JLW) would like to thank you for supporting the 59th annual Holiday Shops. We greatly appreciate your involvement in one of our largest fundraisers of the year. This event helps us continue our work to empower women to build a better Washington, DC, through voluntarism and civic leadership.

In this kit, you will find information that will help you promote your support of Holiday Shops and JLW. These tools will help you gain maximum exposure and ensure that everyone knows you are a proud 2017 Holiday Shops merchant.

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

About Holiday Shops

JLW hosted the first Holiday Shops event in 1959. Since its inception, Holiday Shops has played host to First Ladies, foreign dignitaries, and local DC community leaders.

Today, Holiday Shops is more than a unique shopping experience; it is also one of JLW's major fundraisers. Each year, we welcome thousands of shoppers throughout the weekend. Our guests enjoy tasty treats and libations, fabulous fashion and gift finds, exciting entertainment, silent and live auctions, and festive special events - all to support JLW's volunteer work in the greater Washington, DC, area.



Community Impact

Holiday Shops has raised millions of dollars to support JLW's ongoing efforts to improve the Washington, DC, community through the effective action and leadership of trained volunteers. Last year alone, Holiday Shops raised nearly \$190,000, and our members logged almost 20,000 hours of volunteer work in support of Holiday Shops events.

You are helping support our work with DC-area nonprofits, including:

- Bright Beginnings
- Washington School for Girls
- N Street Village
- Folger Shakespeare Library
- Horton's Kids
- A Wider Circle
- Reading Is Fundamental
- Jubilee JumpStart

This year alone, JLW volunteers will directly affect the lives of more than 30,000 children, women, and men in our community.

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 2017 Holiday Shops. Visit bit.ly/2017HolidayShopsGraphics to download these files.

HORIZONTAL LOGO



VERTICAL LOGO



SUPPORTER BADGE



GRAPHICS



Social Media

Below, please find sample social media posts to share your support of Holiday Shops.

- 1.** We're proud to be a merchant at the Junior League of Washington's Holiday Shops! We invite you to join us November 17-19 for a festive weekend of shopping and special events to benefit the Washington, DC, community.
- 2.** Make your day merry and bright by joining us at Dock5 at Union Market November 17-19 for the Junior League of Washington's 59th annual Holiday Shops. Learn more at jlw.org/holidayshops.
- 3.** Here comes Santa Claus! He'll be at the Junior League of Washington's Holiday Shops on November 18 & 19 - and so will we. Shop with us and support JLW's volunteer work in our Washington, DC, community. Learn more at jlw.org/holidayshops.
- 4.** Can you feel it in the air? The holidays are almost here! We are kicking off the season at the Junior League of Washington's Holiday Shops, November 17-19.
- 5.** 'Tis the season for giving! We're celebrating by supporting the Junior League of Washington's incredible volunteer work with 20+ DC nonprofits. You can give back to the DC community too by visiting JLW's Holiday Shops November 17-19 at Dock5 at Union Market.



LET'S CONNECT!

Follow us, friend us, and tag us!

FACEBOOK

@JLWDC

INSTAGRAM

@3039M

TWITTER

@JLWDC

HASHTAG

#JLWHolidayShops