



FOR IMMEDIATE RELEASE

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**The Junior League of New Orleans Bloomin' Deals Thrift Shop
To Benefit from Reorganization Jan. 20**

New Orleans, LA (January 12, 2009) – The Junior League of New Orleans Bloomin' Deals Thrift Shop will benefit from a total reorganization of its stock room annex as a result of a generous donation of time by professional organizers Jenny Gautreaux and Ellen Martin.

In reaction to recent shifts in our economy, the Junior League of New Orleans' Bloomin' Deals Thrift Shop has experienced a surge in business, mirroring the current national trend to shop resale over retail. In response to the influx of customers, the thrift shop is making over its stock room in an effort to streamline the process from the point of donation until an item is made available for purchase on the sales floor.

Professional organizers Jenny Gautreaux and Ellen Martin have donated a full day of their services to reorganizing the Bloomin' Deals Annex. The Annex serves as the depository for all items delivered to the store. As donations are delivered, annex staff and volunteers provide tax documentation to donors. Through the help of Gautreaux and Martin, Bloomin' Deals will be able to better serve our community with greater efficiency in our restocking of affordable options for a wide variety of items including clothing, linens, small furniture, small appliances, assorted housewares and media to name a few.

Gautreaux and Martin are members of the National Association of Professional Organizers (NAPO), an organization which sponsors "Get Organized (GO) Month" each January. During GO Month, professional organizers donate their services to assist companies and other groups in their organizational efficiency. The Bloomin' Deals Annex was chosen as Gautreaux and Martin's focus group for their GO Month project.

Tuesday, January 20th, they, along with six other professional organizers and a group of JLNO volunteers, will devote a full day to the Annex. Not only will they organize the inventory in-store, but they will engage staff and volunteers for their input, revamp signage, standardize acceptance and sorting systems, and more. Their goal is to better prepare this already successful thrift shop for crowds of a new number. In addition to its neighborhood constituents, Bloomin' Deals serves the greater community as the largest fundraiser for the JLNO. Its sales proceeds directly support the thirteen community projects of the JLNO, to include the Samuel Green and Lafayette Academy Charter Schools, the Freret Neighborhood Center, the Louisiana Children's Museum, "Get On

Board” board training, Plate Project, Power Ties, Rebuilding Together in partnership with the Preservation Resource Center, Safe Sitter in partnership with the Parenting Center, and Kids in the Kitchen in partnership with the Southern Food and Beverage Museum.

Revenue generated from Junior League fundraisers go towards projects and activities the Junior League supports in the organization's focus area of children's education and improving the New Orleans community. Junior League of New Orleans has established numerous programs for the betterment of our community and for children's education, and we are currently involved in such programs as: KidSmART Plate Project, Rebuilding Together, Safe Sitter, SoFAB/Kids in the Kitchen, and educational support to Samuel J. Green Charter School and Lafayette Academy Charter School. With a membership of over 2,000 women, the Junior League has been involved in over 100 different community projects, contributed more than \$5,000,000 to the New Orleans community, and provided over 2,000,000 hours of volunteer time. JLNO has been instrumental in the formation and continuation of The Parenting Center at Children's Hospital, The Preservation Resource Center of New Orleans, The Louisiana Nature and Science Center, The Holman Vocational Center, and Teen Court.

The Junior League of New Orleans is committed to promoting voluntarism, developing the potential of women, and improving our community through the effective action and leadership of trained volunteers. JLNO has enriched the lives of thousands of New Orleans-area residents through its educational and charitable works during the past 85 years.

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