



FOR IMMEDIATE RELEASE

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**Shop Til' You Drop While Helping Our Community
Junior League Shopping Card Boosts Local Economy
While Padding Your Pocketbook**

New Orleans, LA (September 23, 2008) – How can you give the Greater New Orleans economy a shot in the arm while completing your holiday shopping at a significant savings and support our community and children's education all at the same time? The Junior League of New Orleans is offering a Holiday Shopping Card with 20% discounts on merchandise from more than 70 area stores for all purchases made from October 23 through November 2. The 2008 Junior League Holiday Shopping Card can be purchased by contacting Junior League Headquarters at 504-891-5845 or online at www.jlno.org any time prior to the shopping week for a fee of \$50. One hundred percent of the cost of the Shopping Card will directly support the various community projects and activities of the Junior League of New Orleans which promote children's education.

A wide variety of fabulous area merchants are participating in the 2008 Junior League Holiday Shopping Card including the following: Adler's Jewelry, Angelique, Audubon Dermatology, Azby's, Ballin's Ltd., Banbury Cross, Banana Republic, Bandolino, Belladonna Day Spa, Bellanoché, Bellanola, Brooks Brothers, Dejarnette New Orleans, Dunn & Sonnier Antiques and Flowers, Duo, Easy Spirit, Ele Shoes & Accessories, Em's Clothing & Accessories, Engraving Co., Estella's, Fabrixx, Inc., FeBe, Feet First, Fleur de Lis Framing & Gifts, Florsheim Shoes, Garden District Book Shop, Imelda's Fine Shoes, Interiors and Extras, Jean Therapy, Jos A. Bank Clothiers, Julie Nell Design, Juliet Home Furnishings, Kevin Gillentine Gallery & Framing, Kitchenology, Laurie's Lagniappe, LLC, Little Laughter, Little Miss Muffin, L'Occitane En Provence, Loubat Equipment Co., Make Me Up!, Maude Royal, Mimi, Monogram Express, New Orleans Crab Bag Company, New Orleans Saints Team Store, Nine West, Orient Expressed, Palm Patch, Perch, Phippen Lane, Piranesi, Romney Pilates Studio, Royal Antiques, Rubenstein Brothers, Saks Fifth Avenue, Salon M. Hair & Nails, Salon Senoj, Scriptura, Serenity Day Spa and Gifts, Sofas & Chairs, Southern Runner Sports, St. James Cheese, The Plant Gallery, The Retreat Salon & Spa, Total Woman, Uptown Eyecare, Valobra Jewelry & Antiques, Waldhorn & Adler's, Wellington & Company Fine Jewelry, and WINO.

Revenue generated from Junior League fundraisers will go towards the projects and activities JLNO supports in our organization's focus area of Children's Education. JLNO has established numerous programs for the betterment of our community, and we are currently involved in such programs as Samuel J. Green Charter School, Lafayette

Academy Charter School, KidSmART Plate Project, Rebuilding Together, Safe Sitter and SoFAB/Kids in the Kitchen. With a membership of over 2,000 women, we have been involved in over 100 different community projects, contributed more than \$5,000,000 to our community, and donated over 2,000,000 hours of volunteer time. JLNO has been instrumental in creating 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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