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Touch a Truck Creates Charitable Impact in New Orleans

(NEW ORLEANS, LA) – The Junior League of New Orleans (JLNO) held the 7th Annual Touch a Truck fundraiser from 10 a.m. to 4 p.m. on Saturday, November 17, 2018 at the Pontchartrain Center. This event provided families the opportunity to interact with the wide variety of businesses and vehicles that protect, serve and build South Louisiana.

This annual celebration helps children connect these vehicles to possible careers in construction, manufacturing, emergency response and many others. It also serves as an important fundraiser for Junior League of New Orleans, generating funds that sustain JLNO’s charitable operations, such as its Diaper Bank that serves families in need across the Greater New Orleans Area.

Touch a Truck’s success by the numbers include:

- 37 participating vehicles across many types of transportation and from a variety of professional sectors.
- 3,100 attendees of all ages.
- 625 students from partner schools attended the event for free as a part of JLNO’s Field Trip Friday on the day before Touch a Truck.
- \$50,000 raised through ticket sales, business sponsorships and donations.

“We are so proud of the tremendous success of our 2018 Touch a Truck Event,” JLNO President Alice Glenn said. “Not only did it provide a fantastic educational opportunity for boys and girls, but it also raised vital funds necessary to advance the wellbeing of women in the Greater New Orleans area. We are so grateful for our sponsors, volunteers, event organizers and the community for making this such a wonderful day for all.”

To view photographs of the event, click [here](#) to access the DropBox. Photography credit due to the Junior League of New Orleans.

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Since 1924, the Junior League of New Orleans (JLNO) has remained committed to promoting voluntarism, developing the potential of women and improving the community through effective action and leadership of trained volunteers. As one of the most impactful philanthropic organizations in the Greater New Orleans Area, JLNO’s nearly 2,200 members contribute approximately 45,000 hours in service each year. For more information, visit www.jlno.org.