



FOR IMMEDIATE RELEASE

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GET READY FOR JLNO'S 'BUY, SAVE AND SERVE'!

Oct. 24, 2014, New Orleans, LA – Want to try a new restaurant or salon? Need a medical, legal or financial service provider? Already looking for the perfect holiday gift? It's not too soon to get great deals – and help local small businesses and the community!

The Junior League of New Orleans (JLNO) invites everyone to share in “Buy, Save and Serve” discounts Nov. 1-11.

Savings cards may be purchased now for \$35 at www.jlno.org/buysaveserve, which also lists more than 175 participating local businesses. On Nov. 1-11, cardholders may present their card at any of these businesses and receive up to 20% off products or services.

“Card purchasers aren't just getting a discount from New Orleans' best businesses, they are giving back to the community,” says JLNO President Katherine Kleinpeter Raymond.

Proceeds from card sales benefit JLNO's many community-service projects, including Safe Sitter, Rebuilding Together and the new Diaper Bank, an initiative to support mothers struggling to provide their babies with clean diapers. Last year, more than 900 cardholders raised more than \$35,000 for these and other projects.

Of the participating businesses, 85 are women-owned, 10 are minority-owned and three are veteran-owned.

“We appreciate the businesses that have signed on to help us support the community,” Raymond said. “By offering a discount during the ‘Buy, Save and Serve’ card time period, these vendors are helping to advance the well-being of women in New Orleans.”

The Junior League of New Orleans is celebrating 90 years of serving metropolitan New Orleans. In the past five years, JLNO has invested more than \$4 million and approximately 200,000 volunteer hours in the local community.

For more information about JLNO, please visit jlno.org.

The Junior League of New Orleans (JLNO) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. It has proudly served metropolitan New Orleans for over 90 years. A 501 (c) 3 not-for-profit organization, JLNO is dedicated to advancing the wellbeing of women through improving economic opportunities, advocating for health and wellness and providing for family assistance. Currently, JLNO has over 2300 members, making it the 12th largest Junior League in the world.

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