



FOR IMMEDIATE RELEASE

Media Contact:

Carrie Moulder, Junior League of New Orleans
504-891-5845 / news@jlno.org

**JUNIOR LEAGUE OF NEW ORLEANS RECEIVES PRESTIGIOUS AWARD
AT ANNUAL CONFERENCE IN LOS ANGELES**

April 22, 2015, New Orleans, La – The Junior League of New Orleans (JLNO) has been awarded the prestigious “JL Award for Vision” by the Association of Junior Leagues International, a charitable nonprofit organization comprised of more than 150,000 women in 292 communities across the world.

The JL Award for Vision recognizes a Junior League that demonstrates an outstanding ability to engage in Mission-based strategic thinking and planning. Only one Junior League receives this award each year, with an Honorable Mention being issued as well.

JLNO received this award for its 2013-14 Strategic Planning Process, which harnessed thousands of volunteer hours and considered and issued strategic recommendations for the organization’s future. JLNO’s strategic planning process culminated with the adoption of an issue-based community impact model, focusing on Advancing the Wellbeing of Women in Metropolitan New Orleans. JLNO has spent this past year launching this updated focus area through its existing portfolio of longstanding projects, such as Safe Sitter, and new initiatives, including its Diaper Bank and its Women in Entrepreneurship collaboration with Idea Village.

Jeanne Harang Boughton, JLNO 2013-14 President, whose team spearheaded the year-long process, noted “With this strategic roadmap, we look to the next 90 years as we continue to Advance the Wellbeing of Women in New Orleans - as JLNO has done for the past 90 years.”

JLNO leadership accepted this award at the Annual AJLI Conference, held recently in Los Angeles.

About The Junior League of New Orleans

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. www.jlno.org

###