



JUNIOR LEAGUE OF
**DURHAM AND
ORANGE COUNTIES**

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The Junior League of Durham and Orange Counties
Launches 2nd Annual Campaign to Fight Food Insecurity

March 22, 2021 - Durham, NC - Today the Junior League of Durham and Orange Counties (JLDOC) launches its 2nd annual Little Black Dress Initiative (LBDI) campaign. For five consecutive days, JLDOC members will wear the same black outfit to demonstrate how limited options limit opportunity. For this year's campaign, JLDOC members will be wearing their one black outfit to specifically highlight the limited opportunities for individuals experiencing food insecurity in our community and to raise money to support the JLDOC's programs and resources in the area. This is the fifth year in JLDOC's commitment to Health Living with a focus on increasing food security.

"Last year for our inaugural LBDI campaign, the JLDOC engaged and educated hundreds of community members on the devastating reality of local food insecurity and raised more than \$7,000 to fund JLDOC programs in this area," said JLDOC President Paige Smith. "Our members are again looking forward to using the power of social media to raise awareness around food insecurity and asking the community to support our work in this area."

The week long social media campaign and fundraiser will culminate with the annual JLDOC Community Leaders Breakfast on March 26. Normally held in person at the historic Hill House in Durham, this year's breakfast will virtually bring together local community leaders, elected officials and JLDOC members to engage in the most pressing issues in Durham and Orange Counties and to discuss the JLDOC's current programs and how the community can be involved.

In alignment with the LBDI campaign and JLDOC's community focus area, this year's event will feature Root Causes, an organization spun out of Duke University focused on combating food insecurity and addressing other social determinants of health. The JLDOC and Root Causes recently engaged in a strategic partnership to elevate Root Causes' local impact with the power of JLDOC volunteers and leadership capabilities.

The public can learn more about the JLDOC at www.jldoc.org and follow the LBDI campaign [here](#) and on Instagram and Facebook with the hashtags: #LBDI

#AskMeAboutMyDress #JLDOCLBDI #MoreThanADress.

ABOUT JLDOC

The Junior League of Durham and Orange Counties (JLDOC) 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. Its purpose is exclusively educational and charitable. For more information, please visit www.jldoc.org.

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