



JUNIOR LEAGUE OF MINNEAPOLIS

Women building better communities®

For Immediate Release

Media Contact:
Leah Maki
For The Junior League of Minneapolis
612-309-4533
Marketing@jlminneapolis.org

GET READY TO SHOP, SAVE AND SHARE THIS HOLIDAY SEASON WITH THE JUNIOR LEAGUE OF MINNEAPOLIS

New Fundraiser to help fund two new community projects for the Junior League of Minneapolis

Minneapolis (October 9, 2009) — The Junior League of Minneapolis (JLM) has launched a new shopping discount card called Shop, Save, Share. The shopping card can be purchased for \$40 to receive a 20% discount at participating businesses from Friday, October 30 through Sunday November 8, 2009. Proceeds from the card go towards the JLM and its projects that benefit the Twin Cities community including their two newest projects, Between the Lines and Backpack Buddies.

Cards can be purchased at www.jlminneapolis.org, The Container Store in Edina or at VState Clothing in Uptown beginning October 30 and entitles the customer to a 20% discount throughout the 10-day shopping period. Retailers simply provide a 20% discount off full-price merchandise during this time.

"We are really excited to add the Shop, Save, Share card to our fundraising portfolio," said Anna Lyon, president of the Junior League of Minneapolis. We feel this is an innovative way to raise money, support our local businesses and expand our reach in the community. It is truly a win-win for everyone."

"The Container Store is thrilled to support the inaugural Shop, Save, Share Card benefiting The Junior League of Minneapolis," said Kelley McDonald, Marketing Director for The Container Store. "During these challenging economic times, The Container Store is excited to be able to offer our customers a way to support the Twin Cities community and save money."

Background on the JLM's Newest Community Projects

Between the Lines is a program designed to strengthen the bond between a child and an incarcerated mother or other female caregiver through literacy. JLM members will go

– more –

Shop, Save, Share with the JLM... Page 2

to a minimum-security prison and tape female inmates reading books to their children or grandchildren. The recording, a new copy of the book and a personal note will then be sent to the child.

Backpack Buddies aims to help kids who due to their family's financial situation, suffer from chronic hunger and who may not have enough to eat when they're away from school. Junior League volunteers will pack food in reusable bags that kids can take home each weekend and return the following Monday.

Shop, Save, Share Participating Retailers

Adrienne Page Photography	La Belle Vie
Arafina	Ladyslipper Boutique
Baby Cakes	Linden Hills Florist
Banana Republic	Lisa Slotsve Photography
Belle Reve	Luna Murals
Bibelot (Northeast location)	Melly
Black Sheep Baby	Oscar and Belle
bumbershute	Otten Bros Nursery
Candid Life Photography	Patina
Card Party	Punch Pizza
Caribou Coffee	RedStamp
Champps (W. 7th Street St Paul location)	Russell and Hazel
Crabtree and Evelyn (Mall of America location)	Serifina
El Azteca (Plymouth location)	Solera
Emily J Hair + Makeup	Sports Hut
Hot Mama	The Container Store
Il Vostro	The Foursome
Ivy Spa Club	Therapeutic Bodyworks
Jessica Barker Photography	Tiger Sushi
Jon Charles Salon	Uptown Dermatology
kiddywampus	VState Clothing
KOKOON	Wonderment
	Write Away

For more information on the Shop, Save, Share discount card, visit www.jlminneapolis.org.

About the Junior League of Minneapolis

The Junior League of Minneapolis (JLM) is a nonprofit organization made up of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Established in 1923, the JLM continues to develop projects to fill needs within the Minneapolis community. Past projects include helping to found the Greater Minneapolis Crisis Nursery, Free Arts MN and the Jeremiah Program. Current projects address issues from hunger to nutrition to literacy. The Junior League of Minneapolis reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism. For more information please visit www.jlminneapolis.org.

###