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Fw: Press Release: 51st Annual Holiday Mart raises \$140K to help community assistance efforts

To indynews@notforprofitnews.com <indynews@notforprofitnews.com>

From: Chelsea Schneider <Chelsea@holsapplecommunications.com>

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For Immediate Release:

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51st Annual Holiday Mart raises \$140K to help community assistance efforts
Junior League of Indianapolis event supports central Indiana children in foster, kinship care

INDIANAPOLIS – The Junior League of Indianapolis (JLI) is excited to announce this year's 51st annual Holiday Mart shopping event brought in more than \$140K to help support its philanthropic focus of serving central Indiana children who are involved in the foster or kinship care system.

More than 6,000 shoppers attended the event to browse 116 curated merchants and artisans, of which the vast majority were local businesses. The event also drew ten Enchanting Entrepreneurs, young proprietors (ages 5-17) who sold a variety of homemade goods during the multi-day November event at the Indiana State Fairgrounds.

"We would like to thank all who came together to make the 51st annual Holiday Mart shopping event a huge success," JLI President Stephanie Flittner said. "The event is our biggest fundraiser of the year and proceeds directly assist our efforts in supporting children who are in foster or kinship care. The heart of the event is giving back to those in need, while coming together to celebrate what makes the central Indiana community so special. We are already looking forward to next year's Holiday Mart and continuing its long tradition of serving as the start of the holiday shopping season."

JLI would also like to thank event sponsors for their support, including Market Street, Dentons, Indiana Farm Bureau, Holistic Financial, Pure Development, Patachou Inc., LaToya Dix - Carpenter Realty, Touchdown RV Rentals & Sales, WestPoint Financial Group and The National Bank of Indianapolis.

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About The Junior League of Indianapolis

The JLI is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Known as the premier training organization for women, the Junior League of Indianapolis has been developing community leaders and improving Indianapolis since 1922.

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