



The Junior League of Cleveland Launches “100 Days, 100 Ways” Digital Campaign

Cleveland, Ohio – Nov. 1, 2011 – The Junior League of Cleveland, Inc. (JLC), is launching “100 Days, 100 Ways,” a special digital campaign to jumpstart its 100th anniversary coming up in 2012.

Beginning November 4, 2011 and continuing once a day for 100 days, The JLC will share ways the organization has impacted the Cleveland community through volunteer work, trained leaders, and partnerships with other organizations over the past 100 years.

The information will be shared via digital mediums including The JLC’s website, Facebook and Twitter. To access, visit www.jlcleveland.org, 'Like' the Junior League of Cleveland on Facebook (www.facebook.com/JrLeagueCleveland), or follow @JLCCleveland on Twitter (www.twitter.com/jlcleveland).

"Our centennial provides an incredible opportunity to reflect upon our rich history of community impact," said Hermione Malone, JLC President. "100 Days, 100 Ways is one way we're reminding our membership - and the broader Cleveland community - of the difference the Junior League of Cleveland has made over the last century - both in the development of trained civic leaders and in programs that meet identified needs."

The culmination of the campaign will be the official launch of the JLC’s centennial year in February as it co-hosts a girls leadership symposium in partnership with the Girl Scouts of Northeast Ohio.

About The Junior League of Cleveland

Celebrating its 100th Anniversary in 2012, The Junior League of Cleveland, Inc. is an organization of women volunteers dedicated to community change. The JLC is comprised of diverse, creative, compassionate, and action oriented women who are committed to promoting the League's mission of promoting voluntarism, developing the potential of women, and improving the community through the effective action of trained volunteers. Our members have varying backgrounds and interests and share a commitment to volunteering.

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