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**The Junior League of Rochester
To Host “Holiday Market” – Annual Fundraising Event**

Proceeds to help fund programs to empower Rochester girls with life skills

Rochester, N.Y., September 14, 2011—The Junior League of Rochester (JLR) is hosting its 4th annual “Holiday Market” fundraiser on October 15-16 at the Fair and Expo Center, 2695 East Henrietta Road in Rochester, New York. The event – which draws attendees from the Rochester and Finger Lakes region – is a two-day shopping extravaganza that will feature a wide variety of unique arts, crafts and specialty products from artists and boutiques. Proceeds from the event will help fund the organization’s innovative program GIRLSrock!, which consists of a series of workshops focused on self-esteem, nutrition, and personal safety. Each program is approximately two and a half hours long and is supported entirely by the JLR budget and sponsors, therefore allowing girls to participate, learn and have fun for free.

The JLR is proud to announce that Terry Clifford, BEE Morning Coffee Club Co-Host from 92.5 WBEE, will serve as honorary spokeswoman again for the 2011 Holiday Market.

“The Junior League of Rochester is thrilled to again partner with Terry Clifford for the second year in a row. Her ongoing commitment and dedication to the Rochester community is an inspiration,” said Elizabeth Alexander, JLR President. “We thank Terry for her ongoing support and promotion of this important fundraiser for the Junior League of Rochester.”

Background on Holiday Market

The JLR Holiday Market is a juried show with all vendor applications being reviewed against a variety of criteria. Artisans will be offering a wide array of handcrafted art, jewelry, ceramics, boutique apparel, gourmet food, toys, holiday items and much more. The event runs from 10:00 a.m.-5:00 p.m. on Saturday, and 10:00 a.m.-4:00 p.m. on Sunday. Tickets are \$5/person, free to children ages 12 and under. Tickets will be on sale at the door or can be purchased in advance at Wegmans for \$4/person.

For those wishing donate to this JLR initiative, visit the Holiday Market website at <http://www.jlroch.org/rochester/npo.jsp?pg=fundraiser&article=1>.

Junior League of Rochester

The (JLR) 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. It is part of the Association of Junior Leagues International, Inc. (AJLI), which includes nearly 300 Leagues in the United States, Canada, Mexico, and England.

It was founded in 1933 and since then, has contributed over two million volunteer hours and in excess of \$1.5 million to more than 200 community organizations in the Rochester area. With monies raised, the JLR has developed or created many programs for well-known organizations such as the Sojourner House, Gilda's Club, YWCA, American Red Cross Blood Mobile and Children Awaiting Parents. Our current focus, GIRLSrock!, is our newest project that positively impacts the lives of girls, through innovative programs focusing on self-esteem, nutrition, and personal safety.

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