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**FOR IMMEDIATE RELEASE**

**Junior League of Memphis to Benefit from Kendra Scott Grand Opening**

MEMPHIS, TENN. – January 11, 2016 – Kendra Scott is teaming up with the Junior League of Memphis (JLM). Through a partnership with the JLM, the fine jewelry store will donate a percentage of the proceeds from its grand opening to the Junior League of Memphis and its mission of promoting voluntarism, developing the potential of women and improving communities.

On Thursday, January 21, Kendra Scott will host its Grand Opening party from 5 to 8 p.m. During this time, 20 percent of all sales will benefit the Junior League of Memphis. Guests will enjoy sips and sweets while shopping the jeweler’s newest collection. Kendra Scott is located at 7515 Poplar Avenue in Germantown in the Shops of Saddlecreek.

“The Junior League of Memphis and Kendra Scott share a mission of improving the communities in which they serve,” said Karen Viotti, Director of Development and Operations for the Junior League of Memphis. “We are honored to be working with Kendra Scott – a brand that believes that success includes giving back in meaningful ways - on this event and are thrilled that the money raised will provide much needed services and programming for the Memphis community.”

**About the Junior League of Memphis**

The Junior League of Memphis (JLM) 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. As one of the largest volunteer groups in the Mid-South, the JLM is committed to revitalizing neighborhoods in and around Memphis through the development of, and participation in, programs that positively impact the environments where people live, work and play.

**About Kendra Scott**

In 2002, with just $500, Kendra Scott launched her first jewelry collection.  A jewelry designer turned brand visionary and CEO, Kendra continues to lead the inspiration and design process for each seasonal collection, drawing influence from her travels, passions and everyday experiences. Her daily personal influence across all aspects of her company and her continued emphasis on the three pillars of Family, Fashion and Philanthropy are the reason the brand continues to experience incredible growth and success year after year. The brand is known for its kaleidoscope of beautiful accessories as well as the unique and customizable Color Bar™ experience, available both in stores and online. Kendra Scott’s creation of beautiful, quality, attainable jewelry has made the brand a trailblazer in the fashion industry with a broad spectrum of loyal customers.

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