



**JUNIOR LEAGUE OF
MEMPHIS**

Women building better communities

FOR IMMEDIATE RELEASE

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Junior League of Memphis Receives International Membership Development Award

Memphis, Tenn. – May 21, 2014 – The Junior League of Memphis (JLM) is proud to announce being recognized for innovative membership development at The Association of Junior Leagues International, Inc.'s (AJLI) 92nd Annual Conference in St. Louis, Mo. illustrating the power of trained volunteers to create lasting community impact, AJLI recognized the work of 10 Junior Leagues, one of which was Junior League of Memphis.

Junior League of Memphis received the Honorable Mention award for Membership Development. JLM's multi-faceted Provisional Recruitment Campaign produced a 29 percent increase in the size of the Provisional class through a full-court media blitz, both traditional and social, as well as word-of-mouth marketing. Local corporations and nonprofit organizations were identified as likely environments for new recruits, and "Invest and Invite" meetings, volunteer gatherings, and open houses quickly followed.

"Through our annual awards program, AJLI celebrates the outstanding accomplishments and significant contributions that Junior Leagues make in their communities, day in and day out," said AJLI President Toni Freeman, a member of the Junior League of Charlotte. "But this is more than just an awards program for our Leagues; it also celebrates the commitment of their volunteer members to enthusiastically live The Junior League's Vision as women around the world who are catalysts for lasting community change."

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 improving the lives of women and children in the Memphis community.

About The Association of Junior Leagues International, Inc.

Founded in 1901 by New Yorker and social activism pioneer, Mary Harriman, the Junior Leagues are charitable nonprofit organizations of women, developed as civic leaders, creating demonstrable community impact.

Today, The Association of Junior Leagues International, Inc. (AJLI) is comprised of more than 155,000 women in 293 Junior Leagues throughout Canada, Mexico, the United Kingdom and the United States. Together, they constitute one of the largest, most effective volunteer organizations in the world.

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