

## MEDIA RELEASE

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## FOR IMMEDIATE RELEASE

# AWARD WINNING, FIFTH ANNUAL C3KC CONFERENCE RETURNS TO IN-PERSON EVENT IN MARCH 2022



KANSAS CITY, MO – The Junior League of Kansas City, Missouri (JLKCMO), is excited to announce the fifth annual C3KC Conference will be held Tuesday, March 8, 2022, at Union Station Kansas City.

C3KC is a collaborative event convening stakeholders from the corporate, civic, and community sectors to inspire, educate and spark change for a better Kansas City. C3KC is also a major fundraiser for the Junior League of Kansas City, MO. In 2021, C3KC earned an award from the Association of Junior Leagues International in recognition of the accomplishments toward facilitating conversations impacting the three sectors and raising substantial funds that have been channeled back into the metro area.

This year’s program will include panel sessions among local and national thought leaders focusing on issues and ideas that shape and challenge us as a metro and as a people. The keynote message will be delivered via livestream by Adam Grant. Grant is an organizational psychologist, Wharton School professor and has been named to *Fortune* magazine’s “40 Under 40” list. He is the *New York Times* bestselling author of *Think Again: The Power of Knowing What You Don’t Know* and hosts a chart-topping TED podcast, *WorkLife*. With opportunities to collaborate and network, C3KC 2022 is bound to inspire.

In addition to a robust program featuring relevant and inspiring topics that shape our lives and challenge our times, the Branton/Hall Community Collaborator Award will be presented. This award is presented by the JLKCMO and named in honor of two members, Mary Shaw “Shawsie” Branton and Adele Hall who dedicated their lives to making Kansas City a better, more inclusive community. This year’s honoree is Sandra A. J. Lawrence who is being recognized for her dedication, commitment to servant leadership, and making a positive impact in the community through the many organizations she has served in leadership roles.

For more information, to purchase tickets and explore sponsorship opportunities, visit [jlk.org/c3kc](http://jlk.org/c3kc).

## **ABOUT THE JUNIOR LEAGUE OF KANSAS CITY, MISSOURI**

The Junior League of Kansas City, Missouri (JLKCMO) is a 501(c)(3) 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.

We accomplish our mission by:

- Providing a motivating and supportive environment that stimulates members.
- Increasing our impact in the Kansas City community by effectively coordinating our resources with community needs.
- Maintaining financial stability through our endowed funds and fundraising events.
- Providing comprehensive training opportunities to develop volunteers to better serve the community.
- Communicating and promoting the organization's mission and historical significance to our membership and the community.

The Junior League reaches out to women of all races, religions and national origins, who demonstrate an interest in and commitment to voluntarism. Our League currently numbers nearly 1,300 strong. We are women who work full-time, part-time and in the home, single women, married women and mothers. We are women who share diverse interests and backgrounds as well as a desire to improve our community through volunteer action and grant-making. Our commitment has remained unwavering: to develop exceptionally qualified civic leaders who can identify a community's most urgent and pressing needs and address them with meaningful and relevant programs and initiatives that not only improve lives but change the way people think.

Since 1914, our League has been associated with more than 350 community agencies and organizations. Our members have raised more than \$18.7 million and donated over 2.5 million hours of volunteer time. League members research areas of need in the Kansas City area and educate the membership and the community about those issues. Currently our focus is women and children.

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