



JUNIOR LEAGUE OF KANSAS CITY, MISSOURI

FOR IMMEDIATE RELEASE

Media Contacts: Holiday Mart 2021 Marketing Co-Chairs

HMMMarketing@JLKC.org

Lexie Clark | 970-310-1144

Pam Schmidt | 785-221-6539

Junior League of Kansas City, Missouri's Holiday Mart Continues the tradition of Great Shopping for a Great Cause

Kansas City's Largest Fundraiser Shopping Event Takes Place in Downtown Kansas City
September 30 - October 3, 2021

KANSAS CITY, MO (September 2021) — The Junior League of Kansas City, Missouri's (JLKCMO) annual fundraiser, Holiday Mart, continues its tradition of great shopping to benefit organizations around our community. With special events and the return of favorite holiday traditions, shoppers are invited to *Make Holiday Mart Your Tradition* — just as 500,000+ shoppers have since the event's launch in 1988.

The fundraiser shopping event returns to the Kansas City Convention Center (Bartle Hall) for the seventh consecutive year. Holiday Mart 2021 will welcome nearly 20,000 shoppers and feature a wide variety of local and national specialty retailers offering a unique, and often exclusive, selection of fashion and accessories, home décor, children's clothing and gifts, beauty products, specialty food and drink items and more.

In addition to great shopping, Holiday Mart will feature exciting events:

- Thursday, September 30, from 9 am - Noon | Preferential Shopping
- Thursday, September 30, from 4 pm – 8 pm | Happy Hour

Since Holiday Mart began in 1988, it has raised nearly \$12 million to help support the Kansas City community. Holiday Mart has made it possible for the League to make a financial impact on a variety of programs in Kansas City, and to provide funding support to organizations like Inclusion Connections, Solace House and the Boys & Girls Clubs.

The 2021 Holiday Mart Chairs, Kirsten Moore & Danee Greenwald, look forward to an impactful event.

"For more than 30 years, Holiday Mart has been making an impact on our community! As Kansas City's largest and longest running nonprofit holiday shopping event, we're excited to welcome both new and seasoned shoppers. Come experience one of our special events, bring a friend and enjoy the magic while making a difference for Kansas City. We invite you to come shop, create memories and make Holiday Mart your tradition!"

Holiday Mart 2021 is open to the public, and tickets are available for purchase at jlkc.org. Since 1914, the Junior League of Kansas City, Missouri, has been associated with more than 350 community agencies and organizations. Since the League's inception, League members raised \$18.7 million for our mission given more than 2.5 million hours of volunteer time.