

FOR IMMEDIATE RELEASE

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Junior League of Kansas City, Missouri's Holiday Mart Continues the Tradition at a New Location

Crown Center is the New Home of Kansas City's Largest Fundraiser Shopping Event

October 27–October 29, 2023

KANSAS CITY, MO (December 2022) — The Junior League of Kansas City, Missouri (JLKCMO) today announced the relocation of its annual fundraiser, Holiday Mart, to the beloved Crown Center. Shoppers are invited to continue the tradition of great shopping to benefit numerous organizations across our community next year.

Holiday Mart is the only nonprofit holiday shopping event and fundraiser in Kansas City, run entirely by dedicated JLKCMO volunteers and made special by high quality, unique, and artisan vendors. Holiday Mart has made it possible for the League to significantly impact a variety of programs in Kansas City and provide financial support to nonprofits like Inclusion Connections, Solace House, and the Boys & Girls Clubs as well as iconic institutions like Union Station, the KC Zoo, and The Nelson-Atkins Museum of Art.

Since the launch of Holiday Mart in 1988, JLKCMO has welcomed over 500,000 shoppers and raised over \$12 million to supply needed funds and trained volunteers in the Kansas City community. With this new space comes increased flexibility for both planners and participating merchants, allowing us to come together closer to the winter holiday season in 2023.

The 36th arrival of this well-known shopping event offers new possibilities for the Junior League of Kansas City, Missouri, by relocating to the Crown Center area, a natural venue to continue this major fundraiser's legacy. Holiday Mart 2023 will again welcome scores of Midwest 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.

Holiday Mart Co-Chairs Kristen Patterson and Halie Paulson look forward to a successful 2023 run:

"Holiday Mart thrives as a staple event in the Kansas City area, having drawn thousands of supporters over the course of four decades. We will continue to build on our celebrated history and community impact in this new location. It is the same Holiday Mart we all know and love, and we're excited to welcome both new and seasoned shoppers to take us into the next 35 years. Come shop and experience the magic awaiting at Crown Center!"

Holiday Mart 2023 is open to the public, and tickets are available for purchase at jlk.org. Beginning in 1914, the Junior League of Kansas City, Missouri, has partnered with more than 350 community agencies and organizations. Further, since the League's inception, members have raised \$19 million for our mission and given more than 2.6 million hours of volunteer time.



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ABOUT THE JUNIOR LEAGUE OF KANSAS CITY, MISSOURI

The Junior League of Kansas City, Missouri (JLKCMO), is a 501(c)(3) organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

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.

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ATTACHMENT: Photo [HolidayMartKC_JLKCMO_2023]