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## **THE ASSOCIATION OF JUNIOR LEAGUES INTERNATIONAL LAUNCHES NEW BRANDING CAMPAIGN**

### **Women's Volunteer Organization Introduces New Logo and Tagline To Herald Second Century of Service**

February 1, 2002 - Orlando, FL - During a meeting for incoming Junior League presidents in Orlando today, the Association of Junior Leagues International revealed a new logo and tagline to be adopted by 296 Junior Leagues in four countries.

The new logo depicts the initials "J" and "L" in bold red with the name of the organization below it, accompanied by the tagline: "Women Building Better Communities."

"We felt that the new logo and tagline effectively highlight the rich tradition of the Junior League movement and its accomplishments as well as the ability of Junior Leagues to adapt to a changing environment," said Jane Silverman, Executive Director of the Association.

The logo and tagline, created by Chicago-based public relations firm, Lipman Hearne, was created after extensive research that included focus group sessions with past, prospective and current Junior League members. The new logo and tagline are part of a larger branding campaign designed to communicate the continuing relevance and impact of Junior Leagues in the communities they serve.

"Since 1901, members of the Junior Leagues around the world have proved to be accomplished collaborators who build coalitions, identify community needs and develop effective and responsive programs to serve those needs," said Deborah Brittain, President of the Association.

"Through our new marketing campaign, we wish to communicate that Junior Leagues everywhere continue to be dynamic organizations that offer women an opportunity to transform their communities and learn how to be community leaders."

As part of the Junior League marketing and communications initiative, the Association will introduce a PSA campaign, video and other supporting materials in the coming months.

The Association of Junior Leagues International is made up of 296 Junior Leagues in four countries. Together, we are one of the largest, international volunteer organizations for women interested in making a positive impact in their communities.