



The Junior League of Baton Rouge Presents

HOLLYDAYS

SHOPPING FOR A CAUSE

2017 MEDIA KIT



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The Junior League of Baton Rouge would like to thank you for supporting Hollydays 2017. We are excited to have your involvement in this fantastic event that drives over 12,000 shoppers and event-goers to the Raising Cane's River Center each year.

In this kit, you will find information that will help you promote your involvement through your social media channels and ours. Utilizing these tools will help you gain maximum exposure and ensure that everyone knows you are a proud partner of the Junior League of Baton Rouge and Hollydays.

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For more information about Hollydays market and its special events, please visit HOLLYDAYS.ORG

ABOUT HOLLYDAYS

Thirty-three years ago, a hard-working group of dedicated volunteers, led by Chairman Nell McAnelly and League President Cynthia Graves, assembled to begin work on a new fundraiser for the Junior League of Baton Rouge. Today, Hollydays is fabulous fashions, delectable foods, exciting entertainment and a multitude of special events, all to benefit our community programs. More than 70,000 square feet of space is bedecked in festive holiday finery at the Raising Cane's River Center, located in downtown Baton Rouge across from the historic Mississippi River.



COMMUNITY IMPACT

Over the past thirty-three years, Hollydays has become Louisiana's largest fundraiser with over \$6 million raised for the Baton Rouge Community. Not only did Hollydays raise \$370,000 last year, but our members logged 42,000 hours of volunteer work. This directly impacted the lives of over 60,000 people in the Greater Baton Rouge area and will impact over 300,000 people over the life of our community projects.

COMMUNITY PROJECTS

JLBR Diaper Cooperative
Junior League of Baton Rouge

Kids in the Kitchen
Junior League of Baton Rouge

Patient Activity Days
OLOL Children's Hospital

Ready Hands!
Junior League of Baton Rouge

StoryTime in the Garden
LSU AgCenter

Painted Playground
Junior League of Baton Rouge

LOGO USAGE

Digital

Please use the Hollydays “Save the Date” and logo on your website and social media channels to let everyone know that you support Hollydays. We ask that you not alter or change the logo in any way.

Print

Planning to run a print ad to let everyone know you are a Hollydays partner? Use our Hollydays badge, which is enclosed in our digital media kit.



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SAVE *the* DATE
HOLLYDAYS 2017

October 18-21, 2017
Raising Cane's River Center



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SOCIAL MEDIA

Sample posts for your Facebook, Twitter and Instagram

- 1 We're a proud partner of Hollydays presented by the Junior League of Baton Rouge! Save the dates of October 18-21, 2017 to join us for a three-day shopping extravaganza and special events to benefit the Baton Rouge Community. For more information, visit Hollydays.org.
- 2 Join us October 18-21 at the Raising Cane's River Center for Hollydays presented by the Junior League of Baton Rouge! Learn more at Hollydays.org.
- 3 Spirits are merry and bright! The official kickoff of the holiday season is almost here. Don't miss us at Hollydays 2017, presented by the Junior League of Baton Rouge. For shopping or special event tickets, visit Hollydays.org.
- 4 Pop, fizz, clink! We're toasting our partnership with Hollydays 2017. Visit Hollydays.org to join us in supporting this fantastic event benefiting the Baton Rouge Community through the Junior League's 13 community outreach programs.
- 5 Here comes Santa Claus... He'll be at Hollydays 2017 presented by the Junior League of Baton Rouge and so will we! For more information on how you can join us in supporting the 13 community outreach programs of the Junior League of Baton Rouge, visit Hollydays.org.
- 6 Fabulous fashion, delectable food, exciting entertainment and a multitude of special events! You don't want to miss Hollydays 2017 presented by the Junior League of Baton Rouge. We're a proud partner and invite you to join us October 18-21. For ticket information, visit Hollydays.org.

Find us, follow us and tag us

FACEBOOK

[Facebook.com/JuniorLeagueBR](https://www.facebook.com/JuniorLeagueBR)

INSTAGRAM

[JuniorLeagueBR](https://www.instagram.com/JuniorLeagueBR)

TWITTER

[JuniorLeagueBR](https://twitter.com/JuniorLeagueBR)

