



Junior League
Of Winston-Salem

Women Building a Better Community
www.jlws.org



Prudential
Carolinas Realty

FOR IMMEDIATE RELEASE
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JUNIOR LEAGUE CELEBRATES 54TH ANNUAL RUMMAGE SALE

Winston-Salem, NC – The Junior League of Winston-Salem is set to kick off its 54th annual Rummage Sale at the LJVM Coliseum Annex and Education Building. Dates and time include:

- Friday, April 25th 5:30 p.m. - 9:30 p.m.
- Saturday April 26th 9:30 a.m. to 12:30 p.m. on
- Saturday, April 26th 1:00 to 2:30 p.m. for the famous “bag sale” where items that fit in a provided bag sell for \$5 per bag, even if many items are in one bag.

Admission is \$5 for adults and children under age 12 are always admitted free.

“It would not be spring without the Junior League of Winston-Salem’s Rummage sale. This year we have received so much in new merchandise and gently used rummage that we are expecting a record breaking year.” said Charlotte Croft-Hudgens, chair of this year’s Rummage Sale. “We are pleased to have Prudential Carolinas Realty as our presenting sponsor and partner in this event again this year.”

“Prudential Carolinas Realty is delighted to partner with the Junior League of Winston-Salem as a sponsor of this rummage sale this year,” said Tommy Camp, President and Chief Executive Officer of Prudential Carolinas Realty. “The Junior League has had an impact on establishing and supporting vital community charitable endeavors since 1923. That is a tremendous heritage which we are please to support.”

Since its inception in 1954 as an outgrowth of the League’s successful Thrift Shop, the Rummage Sale has become an established annual tradition in Winston-Salem. The funds generated from the sale are used for community outreach, administration and volunteer training opportunities. As the Junior League’s largest fundraiser, the Rummage Sale revenues fuel the organization, making community outreach and programming possible.

The Junior League of Winston-Salem, Inc. is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. With well over 1000 members, the Junior League of Winston-Salem has helped to inspire and to establish vital Winston-Salem-based community organizations and events, including the Arts Council, Children’s Museum of Winston-Salem, Ronald McDonald House, SciWorks, Komen North Carolina Race for the Cure, and READ TO ME and BOOKMARKS Festivals. More information on the Junior League of Winston-Salem can be found at www.jlws.org.

Prudential Carolinas Realty has more than 850 sales associates and 16 offices across the two Carolinas. A full-service agency, Prudential Carolinas Realty offers real estate, mortgage, title and relocation services. It is the largest residential real estate firm serving all three of North Carolina’s major metropolitan markets – the Triangle, Triad and greater Charlotte area. Prudential Carolinas Realty is owned by HomeServices of America, Inc., a Berkshire Hathaway affiliate and one of the largest and fastest-growing

real estate groups in the United States. Find out more about Prudential Carolinas Realty at www.prucarolinas.com.

Media representatives are encouraged to attend or utilize our enclosed story ideas during the week prior to the sale. Please contact Deirdre Ragan, 336.712.4111 for media admission and assistance.

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BACKGROUND AND INFORMATION

As Winston-Salem's largest "flea market", this sale provides quality goods at affordable prices to a culturally diverse population of over 5000 attendees. An abundance of items are sold at bargain prices, including athletic equipment, men's, women's and children's clothing, toys, furniture, electronics, appliances, shoes, housewares, books, linens and draperies, antiques, holiday and seasonal offerings and even new items.

Prior to the public sale, League members and their families kick off the event with an evening of fun and fellowship. The culmination of the night is a Preview Party Silent Auction. Attendees bid on clothing, gifts, services, entertainment and vacation packages and in doing so, generate dollars that support League programming. Thanks to the generous support of local merchants and our members, the Silent Auction is a guaranteed success.

ABOUT THE JUNIOR LEAGUE OF WINSTON-SALEM

Since 1923, the Junior League of Winston-Salem has been, and continues to be, an integral and instrumental force for positive change. Each and every day in Winston-Salem, volunteers from the Junior League are making a difference in the lives of children and families. This year, we will give more than 20,000 volunteer hours to our community. We will continue to improve Winston-Salem through our continued commitment to reading to children, mentoring adolescents and building healthier families. We will train more than 90 new Provisional members to address the needs of the community and to become dedicated and effective volunteers.

Today's League members are dedicated, professional and well-educated women who are committed to giving back to their community. More than 75 percent of our members are employed outside of the home, and still our members choose to spend a minimum of 40 hours per year volunteering to improve the community. The training our members receive enables them to become advocates, catalysts, communicators and coalition builders. Our volunteers also utilize their JLWS training in their places of business, schools and other nonprofit work, making lasting impressions that continue to ripple throughout the city and beyond.

Please visit the Junior League of Winston-Salem's web site at www.jlws.org to see how the money raised at the Rummage Sale helps to enrich our community.

ABOUT PRUDENTIAL CAROLINAS REALTY

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