



JUNIOR LEAGUE OF CHARLOTTESVILLE

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JUNIOR LEAGUE OF CHARLOTTESVILLE PRESENTS SECOND ANNUAL TINSEL TRAIL, FREE HOLIDAY COMMUNITY EVENT

Charlottesville, VA — The Junior League of Charlottesville, in partnership with The Shops at Stonefield, is excited to announce Charlottesville Tinsel Trail 2021! Tinsel Trail is a display of an anticipated 50 live holiday trees illuminating the Stonefield Green sponsored and decorated by local businesses, organizations, and individuals.

This free event will follow recommended health and safety guidelines and is intended to promote community and brighten the holidays in the Charlottesville area. Tinsel Trail will be open from **November 27, 2021 - January 2, 2022**. Trees will be lighted for all to enjoy daily from dusk until midnight.

"We are very excited to bring Tinsel Trail, the very first event of its kind in Charlottesville, back to the community this year," said Tiffany Norman, Fund Development Vice President for the Junior League of Charlottesville. "We loved hearing from our sponsors and the attendees about the joy and cheer this event spread last year, and we are happy to be doing it again."

Proceeds from Tinsel Trail will benefit the Junior League of Charlottesville and its mission of promoting voluntarism, developing the potential of women, and improving the community through effective action and leadership of trained volunteers. In 2020, the Junior League of Charlottesville assisted dozens of organizations in the local area through hands-on and giving projects totaling over 2,200 trained volunteer hours and \$12,000 in community grants. Proceeds from Tinsel Trail will be used to support these programs and the Charlottesville community.

Interested in participating? Sponsoring a tree is a great way to market your business or organization, be creative with family and friends, and promote a sense of community and cheer during the holiday season. Sponsorships applications are due November 16. For more information, please visit jlcville.org/support-us-2/fundraisers/charlottesville-tinsel-trail/.

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The Junior League of Charlottesville is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the communities through effective action and leadership of trained volunteers. Its purpose is exclusively education and charitable.