



JUNIOR LEAGUE OF
CHARLOTTESVILLE

FOR IMMEDIATE RELEASE

Contact: Allison Kiser, mistletoemarket@jlcville.org

JUNIOR LEAGUE OF CHARLOTTESVILLE TO HOST VIRTUAL MISTLETOE MARKET

Running Nov. 6-8, this year's Market to feature 100 vendors

Charlottesville, VA — The Junior League of Charlottesville will present its [annual Mistletoe Market](#) online November 6 to November 8. After analysis of current directions from local and state health authorities, and keeping the safety of the Charlottesville community in mind, Mistletoe Market will be a fully virtual marketplace this year.

Mistletoe Market will feature 100 artisans, craft makers, and vendors from the Charlottesville area as well as across the country. Through the Junior League's online marketplace, shoppers will have access to a variety of goods including jewelry, specialty foods, women and children's clothing & accessories, personalized home decor, holiday decorations, pottery, and photography. Vendors have committed to donating 10% of their proceeds from the weekend back to the Junior League of Charlottesville when shoppers use the code **JLCMTM**.

"We are thrilled to pivot this year's Mistletoe Market to be a fully virtual shopping experience," said Tiffany Norman, Fund Development Vice President for the Junior League of Charlottesville. "Events like Mistletoe Market allow the Junior League of Charlottesville to fulfill its mission of improving the Charlottesville community. In 2019 alone, we volunteered 2,200 hours and funded local organizations with \$17,000 in community grants. We hope to grow this impact even more with the help of events like Mistletoe Market."

The Market will open at 12:00 a.m. on Friday, November 6, and will close at 11:59 p.m. on Sunday, November 8. There is no entry fee to shop, but the code JLCMTM must be used at check out in order to support the Junior League of Charlottesville. For questions regarding this year's virtual Mistletoe Market, contact Allison Kiser at mistletoemarket@jlcville.org. For more information visit <https://www.jlcville.org/support-us-2/fundraisers/mistletoe-market/>.

###

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.