



JUNIOR LEAGUE OF  
**CHARLOTTESVILLE**

FOR IMMEDIATE RELEASE

November 9, 2020

Media Contact: [pr@jlcville.org](mailto:pr@jlcville.org)

Program Contact: [tinseltrail@jlcville.org](mailto:tinseltrail@jlcville.org)

**JUNIOR LEAGUE OF CHARLOTTESVILLE PRESENTS 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 2020! Tinsel Trail is a display of an anticipated 100 live holiday trees illuminating the Stonefield Green sponsored and decorated by local businesses, organizations, families, groups, 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 21, 2020 - January 3, 2021**. Trees will be lighted for all to enjoy daily from dusk until midnight.

"We are very excited to bring Tinsel Trail to the community this year to celebrate the spirit of the season and promote unity in a safe, socially distanced way," said Tiffany Norman, Fund Development Vice President for the Junior League of Charlottesville.

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 2019, the Junior League of Charlottesville assisted 48 organizations in the Charlottesville area with hands-on and giving projects totaling over 2,200 trained volunteer hours and \$17,000 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 (and outdoors!) with family and friends, and promote a sense of community and cheer during the holiday season. For more information, please visit <https://www.jlcville.org/charlottesville-tinsel-trail/>.

###

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.