

## Media Contact

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## JUNIOR LEAGUE OF ARLINGTON HOSTING 32<sup>ND</sup> ANNUAL HOLIDAY MAGIC EVENT NOVEMBER 7-9, 2014

**ARLINGTON, Texas (October 27, 2014)** – The Junior League of Arlington (JLA) will host its 32<sup>nd</sup> annual Holiday Magic three-day event at the Arlington Convention Center, located at 1200 Ballpark Way in Arlington, Texas, on November 7 - 9, 2014. Gift market tickets are \$8 for anyone over the age of twelve, \$5 for seniors (65+), \$5 for children (6-12) and are on sale now.

Centrally located in Arlington's entertainment district, Holiday Magic draws thousands of people throughout the DFW Metroplex every year for the multi-day holiday tradition. The main attraction is the gift market, which includes a variety of merchants selling apparel, jewelry, specialty food products, arts, crafts, home décor and more. There will also be free live entertainment, including local dance troupes and chorale groups.

"We're very excited about the more than 60 merchants that will exhibit in our gift market this year," said Tamika Tutt, Holiday Magic Co-Chair. "Most of our market merchants are brand new this year. And we hope to offer quality products and services to our shoppers in a fun environment."

In addition to the gift market and entertainment, there will be several specialty events throughout the weekend with incremental ticket prices, including:

- Ladies fashion show and brunch on Friday morning with special emcee Mrs. Texas America 2014, Whitney Beseda - \$50
- Happy hour shopping with appetizers, cocktails and a live band on Friday evening - \$35
- Breakfast with Santa on Saturday morning - \$25

This year's league theme is "Circle of Service" to commemorate 40 years of service in the community. JLA is integrating their focus on community service and philanthropy into Holiday Magic by incorporating a toy drive for Alliance for Children, donations of formal and semi-formal dresses for JLA's Glass Slipper Boutique, and a canned food drive for the Community Enrichment Center during the Holiday Magic weekend.

"The Junior League of Arlington is honored to serve as such an integral part of the North Texas community," said JLA President Jeannie Deakyne. "As we enter our 40th year of service, our focus is on developing new partnerships, growing the next generation of

community leaders, and creating a legacy of impact in Arlington—and beyond—that will serve our community for decades to come.”

Proceeds from Holiday Magic will directly benefit new community projects as well as finance existing projects of JLA. Current community projects for the 2014-2015 year include, Boys & Girls Clubs of Arlington T.E.A.M. Program, Make-A-Wish Foundation, Girls Inc. of Tarrant County, Community Enrichment Center, Arlington Public Library Reading Corps and All Star Equestrian Foundation. Over the past three decades, JLA has distributed more than \$2.5 million to various health and human service programs and organizations throughout North Texas.

### **ABOUT JUNIOR LEAGUE OF ARLINGTON**

The Junior League of Arlington, Inc. (JLA), is a non-profit, educational and charitable organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. The JLA is a member of the Association of Junior Leagues International, Inc., which includes 292 leagues with over 155,000 members in the U.S., Canada, Mexico and Great Britain. Women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism are welcome.

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