



**Media Contact:**  
Shelby Crawford  
Public Relations Chair  
817.209.5082  
shelbycanada@gmail.com

**FOR IMMEDIATE RELEASE**

**JEAN ROACH NAMED HONORARY CHAIR OF CHRISTMAS IN COWTOWN HOLIDAY GIFT MARKET PRESENTED BY THE JUNIOR LEAGUE OF FORT WORTH**

Fort Worth, TX (July 17, 2010) – The Junior League of Fort Worth is pleased to announce Jean Roach as the Honorary Chair of the 2010 *Christmas in Cowtown Holiday Gift Market*. Her longtime commitment to the Junior League and to the Fort Worth community makes her the perfect Honorary Chair for this yearly event.

“The Junior League of Fort Worth is delighted Jean Roach has agreed to serve as our Honorary Chair for the 2010 *Christmas in Cowtown Holiday Gift Market*. Jean was instrumental in the planning and establishment of the market and has been a loyal supporter of the Junior League for many years. We all look forward to shopping and celebrating with her,” said Suzanne Sanders, President of the Junior League.

Jean has a long history of volunteerism in the Fort Worth community. Jean is a sustaining member of the Junior League and most recently served as the Sustaining Advisor for the 2007 and 2008 *Christmas in Cowtown* market. Jean gives her time generously to many organizations including the Fort Worth Symphony Orchestra, the Van Cliburn International Piano Competition, KinderFrogs School and Texas Christian University.

“The Junior League of Fort Worth and their specialty vendors from all around the country are continuing to provide a most unique event for our entire community! *Christmas in Cowtown* has something for everyone and in turn provides funding for important community projects in Fort Worth,” said Mrs. Roach. “I am honored that the Junior League has asked me to serve as Honorary Chair of *Christmas in Cowtown* this year. I hope you too will want to attend and be part of this event in our city.”

The *Christmas in Cowtown Holiday Gift Market* will take place Thursday, September 29 through Saturday, October 2 at Will Rogers Memorial Center. The success of *Christmas in Cowtown* and other fundraising efforts over the last three years has allowed the Junior League to give more than \$500,000 in grants and 80,000 volunteer hours to many worthy community projects.

**ABOUT THE JUNIOR LEAGUE OF FORT WORTH**

Founded in 1929, the Junior League of Fort Worth is a charitable nonprofit organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Today, the Junior League of Fort Worth is comprised of more than 1,600 members and is part of the Association of Junior Leagues International which constitutes one of the largest, most effective volunteer organizations in the world. For more information please visit [www.juniorleaguefw.org](http://www.juniorleaguefw.org).

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