



JUNIOR LEAGUE OF FORT WORTH

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The Junior League of Fort Worth Launches *Christmas in Cowtown Holiday Gift Market* Digital Magazine—A Virtual Way to Shop This Year

FORT WORTH – It’s beginning to look a lot like Christmas... in Cowtown! The Junior League of Fort Worth, Inc. (JLFW) will officially launch its *Christmas in Cowtown Holiday Gift Market* digital magazine Friday, October 16. While not holding the traditional 14th annual *Market* this year was a difficult but necessary decision, JLFW was still determined to find a way to connect *Christmas in Cowtown* patrons with their much-loved merchants and small businesses during this challenging time.

This online holiday shopping experience will feature links to hundreds of unique small businesses offering jewelry, clothes, children’s gifts and much more from the comforts of home. The digital magazine is free to view and shareable through email and social platforms so that shoppers can connect directly with the merchants they expect to see at the *Market* every October. JLFW hopes that this adaptation to the typical *Market* experience will offer some joy and a little taste of normal as the holiday season kicks off. Shoppers can sign up to access the magazine at www.ChristmasinCowtown.com. The magazine will be live for shoppers through the end of the 2020 holiday season and beyond.

“We’re all experiencing hardship as we live through this pandemic. Organizations and individuals alike have had to think outside the box to determine solutions to the challenges we’re facing. For the League, this magazine was a creative approach that facilitated the connection between our shoppers and merchants in a safe way. We hope it will be a bright spot for all as we continue to persevere through this time. The Junior League loves this community and will continue to work hard to serve it!,” said JLFW President Amber Robertson.

Each year, JLFW’s *Christmas in Cowtown Holiday Gift Market* raises significant funding that the Junior League of Fort Worth directs toward vital projects that both address needs and have a positive impact on the lives of women and children in the Fort Worth community. Since its inception, the *Christmas in Cowtown Holiday Gift Market* has raised more than \$5,000,000.

In order to help JLFW continue this important work, please consider making a donation to the Junior League of Fort Worth at www.juniorleaguefw.org.

About the Junior League of Fort Worth: The Junior League of Fort Worth, Texas, Inc. is an 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. For more information about the Junior League of Fort Worth, please call 817.332.7500 or visit www.juniorleagueoffw.org.

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