



NEW YORK JUNIOR LEAGUE
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FOR IMMEDIATE RELEASE

BROOKS BROTHERS NAMED 2014-2015 CORPORATE SPONSOR OF THE NEW YORK JUNIOR LEAGUE

New York, New York (October 23, 2014) — [The New York Junior League](#) (NYJL), one of the largest women’s non-profit volunteer organizations in New York City, announced Brooks Brothers, the country’s oldest clothing retailer and an American icon, is a corporate sponsor for the 2014-2015 fundraising year. The NYJL is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The organization boasts more than 2,600 volunteers who donate more than 250,000 hours of service every year.

In making the announcement, NYJL President Stacey Lawrence Lee said, “We are honored to partner with Brooks Brothers as our newest corporate sponsor. Brooks Brothers and the New York Junior League share a long history of serving the New York City community and with this sponsorship, the New York Junior League will be able to further advance our volunteer work throughout Manhattan.”

Brooks Brothers will host the [NYJL Fall House Tour](#) kick-off reception on Friday, October 24, 2014 from 6:00 to 8:00 p.m. at their flagship store at 346 Madison Avenue. At this special shopping event, guests will enjoy a 15 percent discount on Brooks Brothers’ purchases and the store will make a donation to the NYJL equal to 10 percent of the evening’s sales. Admission for the event is complimentary for all Fall House Tour ticket holders and shopping-only tickets are available for non-House Tour guests. The NYJL House Tours are devoted to showcasing New York City’s prestigious and luxurious residences, while highlighting architecture, art, history, and the exquisite style of interior design.

Additionally, Brooks Brothers will host NYJL members and guests for an in-store shopping event on Wednesday, April 1, 2015 for which Brooks Brothers will be donating additional proceeds to the NYJL.

“Brooks Brothers is proud to partner with the New York Junior League on the kick-off of the 20th Annual Fall House Tour,” said Brooks Brothers Regional Vice President, North East Kathryn Knight-Wise. “The New York Junior League and Brooks Brothers share a common vision for supporting the health and well-being of women and children, and we

also share a long history here in New York; Brooks Brothers was established in 1818 and the New York Junior League established in 1901.”

For more information and to purchase tickets to the event, please visit nyjl.org

ABOUT BROOKS BROTHERS

As America's oldest retailer, Brooks Brothers has long been a fashion innovator. Established in New York City in 1818, Brooks Brothers was the first to offer ready-to-wear clothing and has continued throughout history with iconic product introductions including: seersucker, madras, the non-iron shirt and the original button-down collar. Nearly two centuries later, Brooks Brothers is proud to uphold the same traditions and values and to be the destination for ladies and gentlemen from every generation. Since its founding 196 years ago in New York, Brooks Brothers has become a legendary international brand while maintaining a steadfast commitment to exceptional service, quality, style and value.

ABOUT THE NEW YORK JUNIOR LEAGUE

The New York Junior League (NYJL) is an organization of women committed to promoting volunteerism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Since 1901, the NYJL has been a leader in identifying and responding to unmet community needs. Through direct service, collaborations with other community organizations and advocacy, the NYJL provides a positive force for change within the communities it serves. Each year more than 2,600 trained volunteers donate more than 250,000 hours of their time to better the lives of women and children in New York City. The NYJL works with more than 20 community-based organizations and public agencies to deliver services and assistance directly to women and children in need.

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