



**FOR IMMEDIATE RELEASE**  
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## **The Junior League of Austin Rises to the Challenge of Recreating Its Iconic A Christmas Affair Into a Fully Virtual Event**

**AUSTIN, Texas** – (July 22, 2020) – On Nov. 18-22 and for the 45th year, The Junior League of Austin (JLA) will present its annual A Christmas Affair to Central Texas. This year's event, however, will look much different than years past. After analysis of current directions from local and state authorities, and keeping the safety of our volunteers, merchants and guests in mind, A Christmas Affair 2020 will be a fully virtual event and marketplace.

The five-day holiday gift market kicks off the giving season each year and hosts more than 230 regional and national retail merchants. This year, The Junior League of Austin will use a platform that will allow the JLA to support small businesses from around the country and create interaction experiences for its virtual attendees. While not all the details have been finalized, the A Christmas Affair committee plans to make more specific announcements early this fall.

"The COVID-19 pandemic has challenged our organization and our members to think outside the box, get creative with essential operations, serve as stronger stewards of each donor dollar, and strategically plan for our future," said Lyndsey Crawford, president of The Junior League of Austin. "The decisions we make today are not only about us, they are also about our organization and the people we serve. We have an obligation to the women who come after us to make sure they have the same opportunities for development and service that we have today."

Every A Christmas Affair "ticket" purchased helps the JLA carry forth its mission of developing the potential of women and supporting the Austin community, by providing essential funding and volunteer hours to its signature programs such as Coats for Kids, FIT - Food in Tummies, and KICS - Kids in Cool Shoes, along with more than 30 local community non-profits.

"Our A Christmas Affair team—made up of 85 volunteers—is excited to reimagine the beloved and iconic holiday event that brings people of Central Texas together year after year, generation after generation," said Keri Bellacosa Walling, chair of A Christmas Affair 2020. "With the committee's vision and the plans that are already in the works, A Christmas Affair will continue

to be a source of happiness and holiday spirit, while passionately supporting small businesses and our community in these unique times.”

To stay up-to-date on updates of this year’s A Christmas Affair, visit The Junior League of Austin’s [website](#) and follow the League on [Twitter](#) and [Facebook](#).

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### **A Christmas Affair**

For 45 years, A Christmas Affair has kicked off the holiday season in Austin. What began as 30 booths in the Driskill Hotel has grown into the largest League event of its kind in the nation. More than 25,000 patrons attend annually. Thanks to a variety of events, from the Opening Night party to Breakfast with Santa, and more than 230 merchants from across the country, this five-day holiday gift market allows Austin to support the community by shopping with a purpose. As The Junior League of Austin’s largest fundraiser, A Christmas Affair funds our mission and programs and allows us to continue our work of elevating women and serving our community.

### **The Junior League of Austin**

The Junior League of Austin is an organization of more than 2,500 women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. On an annual basis, The Junior League of Austin contributes hundreds of thousands of dollars to the Austin community and its members volunteer approximately 160,000 hours with local nonprofits. For more information about The Junior League of Austin, call 512-467-8982 or visit [www.jlaustin.org](http://www.jlaustin.org).