

**FOR IMMEDIATE RELEASE**

July 13, 2021

**The Junior League of Austin to open the A Christmas Affair 2021 Virtual Market Showcase:  
Christmas in July**

*Market runs online from July 14–18, 2021*

AUSTIN, Texas — The Junior League of Austin (JLA) will host the A Christmas Affair 2021 Virtual Market Showcase: Christmas in July, presented by Nyle Maxwell Family of Dealerships, from July 14–18, 2021.

“The League and its members are hard at work behind the scenes making sure this event is successful—not only for the shoppers and the businesses it benefits but also for the community served through the funds raised,” said A Christmas Affair 2021 Chair Julia Null.

The five-day online marketplace will feature more than 50 new and returning retail merchants throughout the country. This platform will allow JLA to support small and midsize businesses from Texas and around the nation. Ticket proceeds will benefit JLA’s signature programs, including KICS – Kids in Cool Shoes, Coats for Kids, and FIT – Food In Tummys, in addition to 30 community partners.

“While every fundraiser JLA hosts is critical to the continuation of its programs and partnerships, the funds raised during A Christmas Affair and its newly added Christmas in July virtual event are unparalleled,” said JLA President Tania Leskovar-Owens. “We are so proud of the event’s continued success and our ability to pivot and grow in order to support the community in impactful and meaningful ways.”

Tickets for the virtual market showcase are still available and can be found on the [JLA website](#).

To stay up to date about this year’s A Christmas Affair, visit the [A Christmas Affair website](#) and follow the League on [Twitter](#), [Facebook](#), and [Instagram](#).

**About A Christmas Affair**

For 46 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 200 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.

**About The Junior League of Austin**

The Junior League of Austin is an organization of 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).

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