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**FOR IMMEDIATE RELEASE**

**Junior League of Denver Presents 30th Annual Holiday Mart**

**Denver, CO (September 30, 2009)** – The Junior League of Denver (“JLD”) is proud to present its 30<sup>th</sup> Annual Holiday Mart, Thursday, October 15, through Sunday, October 18 at the Denver Merchandise Mart Expo Building. Regarded as one of the longest-standing holiday traditions in the Denver Metro Area, Holiday Mart has earned its reputation for offering Fabulous Shopping for a Fantastic Cause. The four-day event features more than 150 unique retailers and artisans from Colorado and the Rocky Mountain region, who sell a variety of exclusive gifts and goods. Sara Allison Graff is the Holiday Mart 2009 Chair.

2009 marks the JLDs 90<sup>th</sup> anniversary; in honor of the occasion, the JLD has donated \$90,000 to community programs that directly impact the quality of life for many Denver-area residents. Fundraisers such as the Holiday Mart and the newly released cookbook, *Colorado Classique* make this giving possible. Holiday Mart 2009 allows shoppers to directly impact their community, not only by supporting local small business owners, but also by helping the JLD raise funds that will be invested into programs that promote the health and well being of women and children in the Metro area.

Holiday Mart 2009 will feature several special events including, *A Classique Brunch*. Held annually, this year’s preferential shopping and champagne brunch will feature dishes from the Junior League of Denver’s newest cookbook, *Colorado Classique*, cocktails by Barefoot Wine & Bubbly, live entertainment by Julie Monley and Frederic Desmoulins, and a Silent Auction. John Fielder will also be available to sign the new *Colorado Classique* cookbook which features his famous landscape photography. Proceeds from *A Classique Brunch* benefit JLD-supported programs, such as Read2Kids and Healthy Habits at Joshua Station.

To reserve your seat at this private event or to purchase tickets for general shopping, visit the Junior League of Denver web site at [www.jld.org](http://www.jld.org) or purchase tickets at your local King Soopers.

**JLD HOLIDAY MART SPECIAL EVENTS**

Join us for the following special events taking place at this year’s Holiday Mart:

- ***A Classique Brunch***  
**Thursday, October 15<sup>th</sup>, 11am to 2pm**

Bienvenue! Escape to culinary excellence as you savor a sampling of dishes from the Junior League of Denver's newest cookbook, *Colorado Classique*. Bring your friends to the Holiday Mart's annual preferential shopping and champagne brunch and enjoy live entertainment by Julie Monley & Frederic Desmoulins, private shopping, a Silent Auction, and a *Classique* Brunch. **John Fielder will be available to sign cookbooks.** Bon Appétit!  
Tickets: \$50

- **Club Rouge!**  
**Thursday, October 15<sup>th</sup>, 5pm to 8pm**  
Bonsoir, mes amis! Ladies, join us for an unforgettable night of shopping, *Classique* hors d'oeuvres, fabulous drinks provided by SurReal Vodka and Barefoot Wine & Bubbly. Shop the fabulous Holiday Mart merchants and Holiday Mart Silent Auction to kick-off your holiday shopping.  
Tickets: \$30

### **JLD HOLIDAY MART PUBLIC SHOPPING HOURS**

October 15 (Thursday)	2pm - 8pm
October 16 (Friday)	10am - 8pm
October 17 (Saturday)	10am - 6pm
October 18 (Sunday)	10am - 4pm

### **HOLIDAY MART & EVENT INFORMATION**

For more information on the, Holiday Mart or for ticket information, please visit us online at [www.jld.org](http://www.jld.org). You can also email us at [holidaymart@jld.org](mailto:holidaymart@jld.org). For press inquiries, please contact Courteney Keatinge at 303.909.9260 or at [press@jld.org](mailto:press@jld.org).

#### **About the Junior League of Denver**

The Junior League of Denver, Incorporated (founded in 1918), is an organization of 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.

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