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PRESS RELEASE

FOR IMMEDIATE RELEASE

THE JUNIOR LEAGUE OF NORTHWEST ARKANSAS AND KELLER WILLIAMS MARKET PRO REALTY TEAMED UP ON FOR KELLER WILLIAMS ANNUAL RED DAY.

Fayetteville, Ark., May 14, 2015

Introduced in 2009, RED Day, which stands for Renew, Energize and Donate, is Keller Williams Realty's annual day of service. Each year on the second Thursday of May, associates spend the day away from their businesses serving worthy organizations and causes in their communities.

"I was approached by some colleagues about projects that I work on through the Junior League of Northwest Arkansas. Through previous interactions, they remembered the volunteer work of the League and was interested in locating a great community organization to give their RED Day hours to. We chose the Leagues "That's My Bag" program as the community impact project for Red Day 2015," says Guin-Salazar, Junior League of Northwest Arkansas member.

Through combined social media and personal asks, Keller-Williams agents and JLNWA members expanded the donor partnerships throughout Northwest Arkansas to include Kohl's and individual donations and contributions.

Over a 3-day span, the combined team of 50 volunteers shopped with donated funds and picked up donated goods, organized 300 backpacks to fully stock the Junior League of Northwest Arkansas storage unit used to distribute backpacks in conjunction with DHS offices in Benton, Carroll, Madison and Washington counties.

The campaign raised over \$10,000, more than double raised in previous years, and a record in the local offices. As a result of the partnerships there are back packs ready to go for the summer months and throughout the school year.

To learn more about the Junior League of Northwest Arkansas and the "That's My Bag" program, visit https://www.juniorleaguenwa.org/?nd=thats_my_bag

About the Junior League of Northwest Arkansas

The Junior League of Northwest Arkansas 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. The Junior League of Northwest Arkansas reaches out to women of all races, religions, and national origins, who demonstrate an interest in and a commitment to voluntarism.

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Junior League of Northwest Arkansas

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