

NEWS RELEASE



FOR IMMEDIATE RELEASE

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‘DENIM & DIAMONDS’ SHINE AS POWER OF THE PURSE RAISES \$30,000

Proceeds Support JCISD Challenge Day, Teen Pregnancy Prevention Initiative

JACKSON, Michigan [Dec. 23, 2015] – The purses wielded plenty of power again this year as the Women’s Leadership Council for the United Way of Jackson County raised \$30,000 to benefit two community agencies through the sixth annual Power of the Purse.

“Power of the Purse has become a premier event that attracts local businesses, community leaders and supporters to make a meaningful difference in Jackson County,” said Melissa Callison, chair and a founding member of the Women’s Leadership Council.

WLC’s mission is to see women and children succeed.

The theme for this year’s event, held on Nov. 5, was “Denim & Diamonds.” Three hundred attendees bid on more than 55 prize-filled purses, ranging in value from \$100 to \$1,900 and donated by area businesses and individuals. Two programs received \$15,000 each:

- Challenge Day, a program of the Jackson County Intermediate School District that educates students about bullying and works to create safer school environments.
- Teen Pregnancy Prevention Initiative, which works to reduce the teen pregnancy rate and promote healthy relationships by educating and encouraging young people in Jackson County.

CertainTeed Saint Gobain was the title sponsor for the fourth consecutive year. A total of 29 area businesses sponsored tables. Bart Hawley led the evening as Master of Ceremonies, and Tim Bos, Bos-Walters Auctioneers and Associates, led the live auction portion of the night.

“WLC knows that the secret to positive change in our community is to bring everyone together to make it happen. That’s what makes Power of the Purse so successful. It’s exciting to be part of it,” Callison said.

About the Jackson Women's Leadership Council

The Jackson Women's Leadership Council combines individual talents and donated time to raise awareness and funds for programs that address the needs of women and children. Members are offered more than a dozen volunteer opportunities every year to promote WLC's mission and effect positive change. On the Web: <http://uwwlcjackson.org/>.

About United Way of Jackson County

United Way of Jackson County mobilizes the caring power of the community to provide opportunities for a better life for all Jackson County residents by focusing on helping children succeed in school, making sure families are financially stable, and helping people achieve and maintain good health. On the Web: www.uwjackson.org.

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