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The Junior League of Tyler Announces *Mistletoe & Magic* Fundraiser Pivot Due to COVID-19

TYLER- The Junior League of Tyler (JLT) has been working tirelessly to adjust their initiatives in order to make sure the challenges presented by COVID-19 do not affect the health and safety of its membership, the community, and the nonprofits they serve. After much thoughtful consideration, with support from the City of Tyler and approval by The Junior League of Tyler Board of Directors, JLT has decided to move forward with a *Mistletoe at Home* Fundraiser, inviting the community to support local nonprofits, endorsed by the Junior League of Tyler, while staying home for the holidays.

While the League will not be hosting the traditional in-person holiday market in December, the organization will be proceeding with several exciting opportunities for shoppers to engage in *Mistletoe & Magic* fundraising from the comfort of home. These innovative experiences include an online silent auction, home shopping opportunities with exciting merchants, chance drawing tickets for fabulous prizes and a take-home ornament painting kit for children.

“Our incredible vendors and community partners truly need our support more than ever,” said Susanne Mackintosh, 2020 Mistletoe & Magic Chair. “We are humbled by the support of our generous sponsors and donors and feel that this decision is the best for our community. We feel confident that *Mistletoe at Home* will be successful in raising the funds necessary to honor the League’s commitment to our local nonprofits.”

“With hopeful hearts we continued to plan our event throughout the year. However, with the current conditions having worsened, we felt as though pivoting to a *Mistletoe at Home* event was paramount in the safety of our community. In order to continue supporting our nonprofit agencies and partners, it is so important that everyone in our community participate in our online fundraising initiatives,” said JLT President Lindsey Harrison.

For 70 years, the Junior League of Tyler has worked to improve and support the greater Tyler community by providing volunteers and fundraising dollars for area non-profit organizations. As JLT's largest annual fundraiser, *Mistletoe at Home* will allow the League to continue to support these organizations while keeping the health and safety of the community as a top priority.

The Junior League of Tyler and the *Mistletoe & Magic* committee extends deep gratitude to their generous event sponsors, amazing vendors, and supportive Tyler community members during this time. For information on how you can be a part of this year's *Mistletoe at Home* visit www.mistletoeandmagic.com.

The Junior League of Tyler is an organization of women committed to promoting voluntarism, developing women's potential and improving communities through the effective action and leadership of trained volunteers. Its purposes are solely educational and charitable.

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