



FOR IMMEDIATE RELEASE
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**THE JUNIOR LEAGUE OF LONG BEACH, COMING OFF OF ITS SUCCESSFUL
7TH ANNUAL ESPECIALLY ME! WORKSHOP FOR 5TH GRADE GIRLS, NOW PREPARES
TO TAKE THIS PROGRAM TO THE AVALON SCHOOL ON CATALINA ISLAND**

Next Up is JLLB's 10th Annual Kids in the Kitchen Community Event
for Children and their Parents this Saturday, March 7
from 10:00 a.m. - 2:00 p.m. at Martin Luther King Park in Long Beach

March 3, 2015 (Long Beach, Calif.) Last Saturday, February 28, the Junior League of Long Beach hosted its 7th annual Especially Me! program at Washington Middle School in Long Beach. This free all-day workshop was well-attended by more than 80 fifth-grade girls who participated in discussions on the topics of self-esteem, body awareness, nutrition, bullying, goal setting and decision-making skills. Especially Me! provides real life examples and specific actions that the girls can take to improve their lives and handle life situations.

"Especially Me! is a fantastic event that draws a lot of interest and sign-ups from attendees every year," said Jennifer Sears, JLLB's Community Impact Chair. "Our member volunteers really have a lot of fun interacting with the girls, and the girls consistently report back with comments on how much they learned and how empowered they feel leaving the event."

JLLB's Community Impact Committee is preparing to take its Especially Me! programming and content to Avalon School on Catalina Island to host a second workshop this year on March 28.

The Junior League of Long Beach works with community partners in Long Beach to combat bullying through character development and life skill programs for 5th – 8th graders and their caregivers that encourage relationship building and respect for self and others. To further support its mission goals, JLLB launched TheConfidencePost.com, a weekly blog designed to create an online community for middle-school aged children and their parents.

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Coming up, Long Beach families are invited to attend the Junior League of Long Beach's 10th Annual Kids in the Kitchen community event from 10 a.m. to 2 p.m. this Saturday, March 7, at Martin Luther King Park in Long Beach.

This free healthy eating and exercise fair, which attracts more than 1,500 attendees annually, includes health screenings, fitness demonstrations, KidTribe hooping, healthy food samples, live performances, a bicycle rodeo, face painting, seed planting, giveaways and much more. More than 30 vendor booths will be set up to provide information about healthcare, nutrition and city resources.

This is a great photo opportunity too, with costumed characters such as Bobby the Banana, Penelope the Pineapple and others from the Aquarium of the Pacific, Long Beach Public Library, Water Department and other organizations expected to attend.

What started as a small group of Junior League volunteers cooking healthy snacks in a parking lot 10 years ago has grown exponentially in the past decade. With the addition of major community partners, such as Healthy Active Long Beach, the event today is able to bring community organizations together to reach families in an underserved neighborhood. The Junior League also hosts several Mini Kids in the Kitchen events year-round, bringing professional cooking classes to groups of underserved children.

"The Junior League of Long Beach, in partnership with Healthy Active Long Beach — and with the participation of so many great local organizations — is pleased to once again provide a fun and educational setting for giving kids and their families the tools to make healthy choices at home, at school and in our community," JLLB President Danita Humphrey said. "Kids in the Kitchen is always a highlight of our League's year, and fun for volunteers and attendees alike."

For more details about the 10th Annual Kids in the Kitchen event, visit www.jllb.org or call (562) 989-6400.

The Junior League of Long Beach was established in 1931 as 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. Through needs assessment, support of fund development and volunteer hours, Junior League of Long Beach has been instrumental in launching more than 60 projects and programs into the greater Long Beach community. For more information, to become a sponsor, make a donation, or to become a member, visit www.jllb.org.

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