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FOR IMMEDIATE RELEASE

JUNIOR LEAGUE BRINGS “MORE MAGIC” TO CHRISTMAS MAGIC

“More Magic” Card Supporting Local Businesses to Replace Traditional Market

Wichita Falls, TX (July 6, 2020) – Christmas Magic, the Junior League of Wichita Falls’ longest-running community fundraiser, will see a facelift this year in light of COVID-19 precautions. Rather than hosting a traditional market at the MPEC, filled with vendors from all over the United States, the Junior League of Wichita Falls, Inc. (JLWF) will focus its efforts on our local economy by recruiting local businesses to become merchants on the Christmas Magic “More Magic” shopping card.

“This year presents a unique challenge and opportunity,” said Madeline Eubanks, President of JLWF. “Every year we rely on funds raised from Christmas Magic tickets to fulfill our mission and support our community projects. When we looked at the size of the crowds we bring in, and the variety of places they come from, we knew we needed to make the most socially responsible decision to protect the health of our community while raising money to make a local impact. We believe our ‘More Magic’ card program is a perfect fit for the needs of our community during such an unprecedented time.”

In lieu of Christmas Magic Market, originally scheduled for November 5 - 8, cards will be available for purchase and redeemable for exclusive deals and discounts at local retailers.

“While the reason for this change is one we would never wish for, we are heartened that reimagining our market in this way will allow us to support local businesses, at a time when they need it the most.” said Sarah Solomons, Co-Chair of Christmas Magic. “We know there are many local businesses that would be a great fit for Christmas Magic, but haven’t participated in our market in the past because of the logistics of moving their inventory to the MPEC. Our new ‘More Magic’ card will eliminate added moving expenses, while incentivizing our neighbors to get out and shop local. It’s a win for everyone involved.”

In its 39-year history, Christmas Magic has evolved over time, including not just a market, but a wide variety of events surrounding the fundraiser - preview parties, children’s events, photos with Santa, an auction gala, and holiday performances. Through ticket sales, vendor participation, and sponsorships, JLWF has raised over \$3.5 million for the greater Wichita Falls community.

“Christmas isn’t cancelled.” said Sarah Bond, Christmas Magic Co-Chair. “Although the market will look different this year, we are proceeding with plans for all other festivities of Christmas Magic - including children’s events, auction gala, and a new 5K fun run that’s sure to get everyone in the holiday spirit.”

The JLWF Christmas Magic Steering Committee is currently working to finalize plans for all aspects of Christmas Magic, with more to be announced. Availability and price of “More Magic” cards will be announced via the JLWF website and JLWF and Christmas Magic social media.

JLWF is actively seeking local merchants to participate in the “More Magic” card. If interested, please contact Christmas Magic Merchant Co-Chairs, Carmen Hill and Kaitlin LeVasseur at cm-merchants@jlwf.org. For sponsorships, contact Lauren McKechnie at fund-development@jlwf.org.

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About Junior League of Wichita Falls

The Junior League of Wichita Falls, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving our community through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable. For more information on upcoming events and information on how the Junior League of Wichita Falls supports our local community through acts of service, visit www.jlwf.org.