

# BE A PART OF APPLE ANNIE AROUND TOWN 2021!

Junior League of the Shoals (JLS) is a philanthropic women's organization that has served the Shoals area since 1934.

JLS' Apple Annie fundraiser, in its 80th year, has raised thousands of dollars annually to support local women's and children's non-profit organizations.

In addition to selling apples across the Shoals in their iconic red tights, the women of JLS will host **Apple Annie Around Town**, a partnership with local businesses to promote Apple Annie Day & raise additional funds to benefit our communities.

We are looking for participating businesses to offer an apple themed item during Apple Annie Week, October 31st through November 6th, and make a donation to JLS for the sale of the selected item(s).

Participants agree to donate at least 10% of the sales of the apple themed item for the week or a minimum donation of \$20, whichever is greater, to JLS.

JLS will invest in the promotion of the event through social, print & radio media, and will provide marketing materials to promote the event on-site.

*JLS is a 501(c)(3) non-profit organization, so monetary donations made to JLS are tax-deductible.*

**Questions? email [jls@jltheshoals.org](mailto:jls@jltheshoals.org)**



## BE IN FRONT OF OUR

- Facebook**  
1859 followers
- Instagram**  
1176 followers
- Newsletter**  
1750 subscribers

Plus, our membership & sustaining members

## EXAMPLES OF PREVIOUS YEAR'S PROMO POSTS AND ADS



**Business & Contact Person:**

**Contact: Phone, email, etc.**

**Apple Item & Donation Amount:**

**Social Media/notes:**