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**FOR IMMEDIATE RELEASE: Junior League of Sarasota To Host 9th Annual Lilly Pulitzer Fashion Show at The Mall at University Town Center**

**SARASOTA, FL–September 8, 2022** – The Junior League of Sarasota invites the public to its signature fundraising event, Bright Nights: A Lilly Pulitzer Fashion Show & Cocktail Party on Saturday, October 15, 2022.

After transitioning from the traditional seated Lilly Pulitzer luncheon in 2021, the league is thrilled to host the Fashion Show in the evening at its new venue, The Mall at University Town Center. This isn't your standard mall fashion show. The event will occur after hours and the mall will showcase pink lights throughout.

"We're excited to host an evening of fashion, fun, and philanthropy and carry on the tradition of giving back to our community," said Lindsay Nock, president of the Junior League of Sarasota, "League members are dedicated to creating impactful programs to support the youth aging out of foster care in Sarasota County."

In partnership with local Lilly Pulitzer retail teams, the runway show will feature new custom colors and playful prints from the Resort Fall 2022 Collection.

Attendees can expect exclusive chance drawings, live entertainment from DJ Truth, an open bar with beer and wine, and food stations catered by Sarasota Catering Company.

Pop-up shopping from Lilly Pulitzer and artist Chelsea Hill, who specializes in custom champagne bottles and coastal inspired designs, will benefit the Junior League of Sarasota.

General admission tickets are \$125 and include a gift bag. VIP tickets are \$175 and include reserved seating and a deluxe gift bag. A private cabana for four is \$1,500 and includes champagne, reserved seating and deluxe gift bags.

Proceeds from the 9th annual charity fashion show benefit The Junior League of Sarasota. Tickets are available at [jlsarasota.org/events](https://jlsarasota.org/events).

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***About the Junior League of Sarasota:***

*The Junior League of Sarasota is 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.*