



SHOW HOUSE

A Window into Wilkinsburg
PRESENTED BY THE
JUNIOR LEAGUE OF PITTSBURGH 

MEDIA KIT



#JLPSHOWHOUSE

Photo by Erin McClain Studio



JUNIOR LEAGUE OF PITTSBURGH 19TH DESIGNERS' SHOW HOUSE MEDIA KIT

ABOUT 19TH DESIGNERS' SHOW HOUSE EVENT

Since 1974, the Designers' Show House has been the Junior League of Pittsburgh's premier fundraising event.

The JLP will present its 19th Designers' Show House event to the Pittsburgh community May 4-20. This signature event returns after an 11-year hiatus. The Show House provides a unique opportunity for the JLP to collaborate with local designers who will display their innovative skills and creative talents through the redecoration and restoration of a historic Pittsburgh property.

This year's Show House offers a "Window into Wilkinsburg," as Pittsburgh-area designers will transform more than 25 rooms and spaces within the former Yingling Mansion. Through generous donations of time, effort and materials, designers will showcase the latest trends in interior design and decorating while maintaining the property's original character.

All proceeds from the Show House will advance the JLP's mission to help end food insecurity in the East End of Pittsburgh through community programs and philanthropic services. The JLP is a tax-exempt organization under 501(c)(3) of the Internal Revenue Code, and sponsors may receive a tax benefit for their contributions to the event.

The Show House will be open to the public for tours and events in May. Community members are invited to experience the property's transformation. Guests will also have the opportunity to learn more about the JLP, the homeowner, designers and sponsors who supported this community-building project.

ABOUT HOME

The former Yingling Mansion is the official property for the 2018 Show House.

While past Show Houses presented by the JLP were often private residences, the 2018 Show House is unlike any others. Considered an "anchor home" in the borough of Wilkinsburg, the former Yingling Mansion at 1300 Wood St. is a 6,200-square-foot Georgian Revival-style home built between 1906 and 1907 by Roswell G. Yingling, a Pittsburgh steel and masonry businessman. While originally built as a single-family

residence, the use of the mansion adapted to the changing needs of the Wilkinsburg community. It served as a health care facility and a personal care home until 2014. Today the property is privately owned, and once restored to its historical integrity, it will be a catalyst for positive growth in the community and will aid in the rejuvenation of the Wilkinsburg area. The homeowner hopes to use the space to strengthen connections between members of the community by creating opportunities to meet and share knowledge and experiences. Going forward, the property is expected to serve as a unique, easily accessible, multigenerational gathering place, offering the community spaces to gather, hold meetings, attend educational workshops and wellness events, and build new relationships.

CALENDAR OF EVENTS

SATURDAY, MARCH 24

Sip & See Preview Party – 2-5 p.m.

An exclusive preview of the home before the designers move in to begin the transformation. The event is open to the public, and tickets are available at <https://www.jlpggh.org/sip-see/> for \$10. Ticket price includes admission to the event. One beer is complimentary on behalf of the Junior League of Pittsburgh for guests over the age of 21 with proper identification. (No children under 12)

FRIDAY, MAY 4

Opening Night Party

An opening celebration for the JLP, the designers, their friends and other guests to enjoy food, drinks and great company—and to view the completed transformation before the final product is opened to the public.

MAY 5-20

Open to Public

The Show House will be open to the public for viewing May 5-20. Tickets can be purchased in advance at www.jlpggh.org. (Tickets: \$25 in advance; \$30 at the Show House) Visitors are also invited to stop by the JLP Boutique, where unique items and handcrafted works by local Pittsburgh artists will be available for purchase.

Weekly Hours of Operation

- **Monday** Closed
- **Tuesday** 6-8 p.m.
- **Wednesday** Closed
- **Thursday** 6- 8 p.m.
- **Friday** 10 a.m.-8 p.m.
- **Saturday** 10 a.m.-6 p.m.
- **Sunday** 10- a.m.-6 p.m.

OTHER MEDIA RESOURCES

Leadership

Show House Chair: Ali McCrossin

Show House Design Chair: Rose Peck

Show House Marketing Co-Chairs: Rebecca Smith and Maribeth Thomas

Quotes

- “Show House comes at a time when the Junior League of Pittsburgh is celebrating 95 years of supporting local communities. We are thrilled to be partnering with talented designers and landscape architects on this event, which will highlight the latest design trends while honoring the character and architecture of the historic property.”
- Junior League of Pittsburgh President Madeline Wahl
- “Everybody will get a chance to learn new things and meet each other. It will become a place to stay and a place to go. The idea is to make it a catalyst.”
- Homeowner Nicole Santella on plans to turn the house into a community center

Branding

Show House logos and photos are available for downloading at www.jlpgh.org/events/show-house/.

Social Media

- **Facebook** /jlpshowhouse
/JuniorLeagueofPittsburgh
- **Instagram** @jlpshowhouse
@jlpgh
- **Twitter** @JLPGH
- **Website** www.jlpgh.org
www.jlpgh.org/events/show-house/
- **Email** info@jlpgh.org
- **Hashtags** #JLPShowHouse
#beJLP

ABOUT JLP

The Junior League of Pittsburgh is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Since 1922, the diverse and dedicated members of Junior League of Pittsburgh have been working together to identify unmet needs, forge effective coalitions and implement change within communities in Pittsburgh.

The JLP is part of the Association of Junior Leagues International, an organization of 291 Junior League chapters in four countries with more than 150,000 dedicated and engaged female members from varying backgrounds and interests, who share a passion for volunteering.

The JLP's trained volunteers are committed to serving its community focus of securing food access for households living below the poverty line in the East End of Pittsburgh. Statistics show that 1 in 5 of Pittsburgh's children are food insecure, meaning they do not know when or from where their next meal will come. The JLP strategizes to expand food access that aims to improve the availability of healthy food locally and to strengthen the capacity of schools to offer healthy meals. Since 2015, the JLP has invested more than \$50,000 to fight childhood hunger in Pittsburgh communities. With those funds, the JLP supports elementary schools' backpack feeding programs, filling backpacks with healthy food to keep school-age children nourished over the weekends and ready to tackle school on Monday morning; backs organizations which provide healthy breakfast and lunch for food-insecure children during the summer; and boosts healthy food education programs offered by food pantries.

JLP members collectively contribute over 10,000 volunteer hours annually in the Pittsburgh community and collaborate with a wide array of community organizations to serve those in need.

Community partners include:

- Allegheny County Medical Society Foundation
- Family House
- Greater Pittsburgh Community Food Bank
- Global Links
- Highmark Caring Place
- Just Harvest
- Pittsburgh Civic Light Opera
- Sojourner House
- United Way

In addition to partnerships with other community organizations, the JLP also worked as founders of the following organizations in the Pittsburgh community:

- Children's Museum of Pittsburgh
- Highmark Caring Place
- Transplant Recipients International Organization
- Vintage Inc.

The JLP also plans and participates in annual fundraising events including Touch-A-Truck and the Highmark Walk for a Healthy Community. These fundraising efforts provide necessary capital to support the JLP's mission and allow it to develop future philanthropic programs and initiatives.

For more information about the JLP's community initiatives, visit jlpgh.org.

2017-2018 Leadership

Executive Board

President: Madeline Wahl
President-elect: Rebecca Smith
Treasurer: Erin Kolenda
Secretary: Maribeth Thomas

Board of Directors

Community Director: Elizabeth Amato
Communications Director: Janey Cink
Fund Development Director: Anna Lawrence
Membership Director: Haley Kozlowski
Nominating Director: Collyn Evans
Sustainer Director: Julia Gleason

CONTACT US

Junior League of Pittsburgh

33 Terminal Way, Suite 531A
Pittsburgh, PA 15219-1212
412-488-9270
jlpgh.org

Media Contact

Janey Cink
Communications Director
724-710-0929
communications@jlpgh.org