



THE JUNIOR LEAGUE

FOR IMMEDIATE RELEASE

The Association of Junior Leagues International Launches “Every Woman. All Things.” on World Mental Health Day

New initiative calls attention to women’s mental overload and sparks a conversation for change

New York, NY — October 10, 2025 — The Association of Junior Leagues International (AJLI) announces the launch of *Every Woman. All Things.*, a groundbreaking initiative to raise awareness about the mental overload women face and to start a much-needed global conversation about its causes and impact. The launch coincides with **World Mental Health Day**, underscoring the urgency of addressing women’s well-being in today’s world.

For generations, women have carried an invisible weight: managing households, caring for families, excelling in careers, and meeting the constant expectation to “do it all.” The result is often burnout, role conflict, and exhaustion. *Every Woman. All Things.* is not about providing quick fixes—it is about **naming the problem, creating space for dialogue, and challenging the systems and expectations that fuel mental overload.**

“This is the first step toward change,” said Melanie Schild. “We know the pressures women face every day are real, and we believe that by starting the conversation, we can begin to reimagine a future where women’s lives are more balanced, sustainable, and supported.”

The initiative will focus on sparking dialogue around key drivers of mental overload, including:

- **Caregiving Systems:** Strengthening support for both formal and informal caregivers across all stages of life.
- **Financial Insecurity:** Addressing the labor gap and driving meaningful change in workplaces.
- **Shared Responsibilities & Mental Load:** Redefining care by acknowledging the imbalance and promoting shared accountability.
- **Women and Aging:** Championing dignity, value, and mental well-being throughout every stage of a woman’s life.



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As part of the launch, AJLI is calling on communities and individuals to **amplify the message on social media** using #EveryWomanAllThings. By sharing stories, reflections, and supportive messages, participants can help build momentum and raise awareness of the invisible load women carry.

“Change starts with conversation,” said Melanie Shield, CEO. “When we talk openly about what contributes to women’s mental overload, we begin to dismantle the barriers that hold women back from thriving. Together, we can create a culture that values balance, well-being, and shared responsibility.”

To learn more about *Every Woman. All Things.* and how you can join the conversation, visit www.everywomanallthings.com.

About The Junior League

The Junior League is one of the oldest and largest premier women’s organizations, committed to advancing women’s leadership for meaningful community impact through volunteer action, collaboration, and training. Since 1901, The Junior League Movement has addressed community issues through hands-on projects, partnerships with local organizations, and advocacy efforts.

Through leadership training, community collaboration, and service projects, we Develop Women to Do a World of Good™, making a lasting impact on the lives of those we serve. Today, The Association of Junior Leagues International (AJLI) is powered by over 113,000 women in 297+ communities across the United States, Canada, Mexico, France, Kenya, and the United Kingdom

To learn more or get involved, visit www.ajli.org.

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