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MILESTONES
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**JUNIOR LEAGUE OF DALLAS ANNUAL MILESTONES LUNCHEON TO FEATURE
FOODIE AND AUTHOR ALEX SNODGRASS ON APRIL 11, 2025**

Peggy Sewell Named 2025 Sustainer of the Year

DALLAS – September 18, 2024 – The Junior League of Dallas (JLD) revealed last night that celebrated foodie, cookbook author, and entrepreneur **Alex Snodgrass** will be the featured speaker of the annual *Milestones Luncheon*, which will be held on Friday, April 11, 2025, at the Omni Dallas Hotel. JLD also announced the 2025 Sustainer of the Year recipient is **Peggy Sewell**. This year’s *Milestones Luncheon* Co-chairs are Lauren Combest and Debbie Oates.

Alex Snodgrass is a Texas-raised and Dallas-based author, recipe developer, and the creator of [The Defined Dish](#). On her social platforms, Alex provides her community with healthy, mostly Whole30 and Paleo-compliant, recipes while continuing to add her Texas twist with bold flavors and recipes she grew up with. Alex is a three-time New York Times Bestselling author following the release of her first cookbook, [The Defined Dish: Whole30 Endorsed, Healthy and Wholesome Weeknight Recipes](#), her second cookbook, [The Comfortable Kitchen](#), and her third title, [Dinner Tonight](#). In 2022, Alex launched [SideDish](#), a collection of better-for-you multi-purpose dressings, designed to make mealtime delicious and easy to share with the ones you love.

“We are excited to have Alex Snodgrass as the featured speaker of our annual *Milestones Luncheon* in April. As a native Texan, not to mention a bestselling author and entrepreneur, we are thrilled to have her share her experiences with us,” said **Tandra Allen**, Junior League of Dallas president. “In addition, we are honored to celebrate longtime League volunteer and supporter, Peggy Sewell, as our Sustainer of the Year. There is no one more deserving of this prestigious award than Peggy, and we look forward to celebrating her.”

A prominent philanthropist and dedicated community leader, Peggy Sewell has been named the 2025 Sustainer of the Year by the Junior League of Dallas. As an Active member, Peggy served on the Public Relations Committee and in numerous roles on the Ball Committee including Special Sponsor Assistant, Imprinters Committee, and Corporate Seller. As a Sustainer, she has served on the Sustainer Board, and as Meeting Arrangements Chair and Garden Club Meeting Host. Peggy also served as Honorary Ball Chair in 2005-2006 and as Sustainer Advisor of the Ball for two years.

With an impressive record of service and leadership across numerous organizations, including the Dallas Museum of Art, MD Anderson Cancer Center, UT Southwestern Medical Center, and The Hockaday School, Mrs. Sewell has made a significant impact on the Dallas community. Her extensive volunteer work with the Junior League of Dallas and her commitment to advancing the arts, healthcare, and education reflect her unwavering dedication to improving the lives of others.

Peggy has generously shared her many talents when chairing nonprofit fundraising events including: Cattle Baron's Ball, Crystal Charity Ball Fashion Show and Luncheon, Dallas Museum of Art's Art Ball and Silver Supper, Leukemia & Lymphoma Society of America Leukemia Luncheon, MD Anderson Cancer Center Living Legend Luncheon, Susan G. Komen Foundation Luncheon, UT Southwestern Medical Center Sweetheart Ball, TACA Silver Cup Award Luncheon, Texas Discovery Gardens Flora Awards Dinner, and Vogel Alcove Arts Performance Event.

She has served as the campaign chair for Baylor Health Care System Foundation Annual Giving Campaign, Southern Methodist University Annual Giving Campaign, and is presently co-chairing the Meadows School of the Arts SMU Ignited Campaign.

Peggy has received numerous awards from Southern Methodist University including the Distinguished Alumni Award as well as being named a Meadows at the Meyerson Co-Honoree. Kappa Kappa Gamma Sorority of Dallas also awarded Peggy with the Platinum Key Honor. Peggy has also received the Texas Discovery Gardens Flora Award, the TACA Silver Cup Award, and the St. Martin's Episcopal School of New Orleans Martin deTours Distinguished Alumna Award.

"The Sustainer of the Year award is given annually to women of the League who have lived the JLD mission in the community. I can think of no one more deserving than Peggy, who consistently is working to improve the quality of life in the Dallas community," said JLD Sustainer Dian Moore. "Her good work in the city and beyond is, to me, unmatched by anyone I've ever met. And this doesn't even account for the love and care she provides as a wife, mother, grandmother, and friend."

The *Milestones* Luncheon is an annual fundraiser benefiting the Junior League of Dallas Community Service Fund, which supports organizations working to combat critical issues affecting the Dallas community. Proceeds from the *Milestones* Luncheon allow the JLD to annually grant approximately \$1 million to partner agencies and signature projects, building a stronger community through leadership development, civic education, and hands-on service.

The 2025 *Milestones* Luncheon will take place on April 11, 2025, at the Omni Dallas Hotel. Check-in will begin at 10:45 a.m., and the Luncheon will start at 11:30 a.m. Sponsorships begin at \$1,000, and tables are available starting at \$2,500. Individual tickets will go on sale in November 2024. For underwriting information, please visit <https://www.jldallas.org/milestones-luncheon/>.

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About Junior League of Dallas

The Junior League of Dallas cultivates women leaders who collectively address the critical needs of the community. Founded in 1922, JLD is one of the largest Junior Leagues in the world, as well as the largest and oldest training organization for women in Dallas. Active members range in age from 22 to 49 with approximately 85% percent of women employed outside of the home. The JLD provides leadership opportunities to over 4,000 women each year through more than 17,000 cumulative hours of experiential and formal training. Uniquely member-run, JLD provides approximately 100,000

hours in volunteer service and more than \$1 million in funding to area nonprofits each year. For more information, please visit www.jldallas.org or Facebook, Instagram, LinkedIn, and Twitter.