



FOR IMMEDIATE RELEASE

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CCRN HOSTS THIRD ANNUAL DIAPER DRIVE

BUFFALO, NY, November 26, 2018— Child Care Resource Network (CCRN) has partnered with WKBW Channel 7, Dash’s Markets and U.B. Infant Lab to present the 3rd annual Diaper Drive this #GivingTuesday. In America 1 in 3 moms reports suffering from diaper need. On average diapers can cost \$0.30 each and babies go through about 300 diapers a month. That is \$90 a month in diapers alone.

“New York Gives Day is all about giving back to the community and that is exactly what our Diaper Drive does. Through our everyday work in the community, we see firsthand the impact that a single pack of diapers can make for a family in need. If we can ease that burden for even one family it means that our NYGivesDay diaper drive was a success. Every cent raised during the Diaper Drive will go directly towards purchasing clean diapers and wipes for the families in our community.” Says Jodi Schwegler Director of Community Impact.

This year CCRN will be collecting unopened diapers and wipes at the Dash’s Market locations on Colvin Blvd. and Klein Rd from 11am-7pm. Anyone who donates at Dash’s will be entered to win a pair of Bill’s tickets. Anyone wanting to help end diaper need can also donate online at wnychildren.org/nygives. Additionally, area Five Below locations will be donating 10% of all purchases, made with the Diaper Drive Flyer, to the Diaper Drive until December 1st.

“Diaper need is very real. Support for families to pay for the high cost of diapers can help reduce stress and stretch a family’s income a little farther – that little help that many families can use every day but especially during the holiday season. “ says Amanda Kelkenberg CEO.

An inability to afford diapers can cause a domino effect that can be detrimental to the health and well-being not only of the child but of the entire family. Most child care programs (even free and subsidized facilities) require parents to provide a supply of disposable diapers in order to drop children off. If parents cannot provide diapers they are often unable to utilize child care causing them to miss work or school thus causing a greater financial hardship for the family. Parents that do provide diapers are sometimes reusing soiled diapers at home in order to have enough clean diapers to provide to their child care program, and children who remain too long in soiled diapers are exposed to several potential health risks

Last year CCRN was able to provide over 33,000 diapers to families in need in the WNY community

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