

FOR IMMEDIATE RELEASE



For Additional Information:

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NEWS COVERAGE OPPORTUNITY

BackPack Coalition Seeks Community Support

(June 29, 2015) – Waukesha, WI – The Backpack Coalition of Waukesha County is seeking community support to donate school supplies by holding drives at businesses and through individual donations. In 2014 the Backpack Coalition was able to give out close to 2,000 backpacks to kids in Waukesha County. A dedicated team of coalition agencies and volunteers marshals this county-wide effort.

Efforts to collect supplies have begun this week with Donation Barrels placed at Waukesha County Health and Human Services, Country Springs, and United Way's Waukesha site. More sites will be added in July. Larger donations of school supplies may be delivered **STARTING July 7th** until August 11th, on Tuesdays and Thursdays from 10:00-12:00 at Waukesha County Health and Human Services, 514 Riverview Ave., Waukesha. If you'd like to schedule a different drop-off time, please contact the Backpack Coalition at BackpackCoalition@gmail.com.

Businesses are promoting supply drives internally or for their clients, and will continually be added to the Backpack Coalition website. Interested business can contact us at backpackcoalition@gmail.com.

The largest collection of supplies is the "Fill the Bus" event that will take place on Saturday, August 1 from 9:00-2:00 at the following local Walmarts – Delafield, Mukwonago, Muskego and both Waukesha sites. In Pewaukee, Good Harvest Market will not only be a collection site, but will also donate 5% of total store sales. The students rely on our community to start the year off with a new backpack filled with supplies. The Fill the Bus drive is the key to having enough supplies to fill backpacks each year.

Program registration has already begun. Eligibility is based on income guidelines. Those who wish to receive a backpack may fill out a form at the following sites through July 31, 2015: Salvation Army in Waukesha County, and local food pantries (Waukesha, Pewaukee, Mukwonago, Muskego, and Oconomowoc). The bags will be distributed on August 22nd at Waukesha County Health and Human Services.

Backpack Coalition, Inc. is a 501(c) 3 charity committed to providing backpacks and school supplies to students with financial constraints in Waukesha County, helping them participate and succeed in school. Started in 1998, as *Get Ready to Learn*, the collaboration of community volunteers and local organizations has provided an efficient, centralized program, effectively reaching out and serving the Waukesha County community on volunteer leadership and donations.

Each year the BCI organizes, collects, assembles and distributes approximately 2,000 backpacks with grade appropriate school supplies to students in grades K-12 throughout Waukesha County. Backpacks and school supplies are provided free of charge from contributions donated by individuals, families, groups, churches and companies.

For more information contact us at BackPackCoalition@gmail.com, (262) 409-2414 or visit our website at www.BackPackCoalition.org. We also invite you to follow us on Twitter (@BPCoalition) or like us on Facebook (Backpack Coalition Inc.).

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