



FOR IMMEDIATE RELEASE

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Honorary Chair of United Way of Milford's Healthy Baby Diaper Drive, Peggy Kelly, Invites You to a "Bottoms Up" Kick Off on March 5th at 5:30 pm at Bridge House Restaurant
United Way Set to Collect 15,000 Diapers for Milford's Healthy Baby Diaper Drive

Milford, CT (February 26, 2012) – United Way of Milford will kick off its annual diaper drive with a "Bottoms Up" reception on March 5th led by Honorary Chair Peggy Kelly, Executive Director of Kids Count of Milford. Bottoms Up will be held at Bridge House Restaurant located at 49 Bridgeport Avenue in Milford, CT, from 5:30-6:30 pm. The cost to attend the reception is a donation of a package of diapers or a monetary donation for the purchase of diapers.

United Way of Milford plans to collect 15,000 diapers during the month of March as part of their Healthy Baby Diaper Drive, surpassing their 2012 attained goal of 10,000 diapers. Donated diapers are distributed in Milford through United Way partner agencies.

"United Way's Healthy Baby Diaper Drive benefits so many in our Milford community," Kelly said. "I am proud to be an integral part of this initiative because I know that without our efforts many families would go without the basic necessity of diapers for their babies. Times are tough and we are here to help."

According to the Diaper Bank of New Haven, Food Stamps and WIC (Special Supplemental Nutrition Program for Women, Infants and Children) do not cover the cost of diapers, which can cost more than \$100 per month.

"Peggy Kelly really has her pulse on the needs of this community," Gary Johnson, President of the United Way of Milford, said. "And she is leading this year's drive because she knows that the need is greater than ever. We look forward to continue support from those who live and work in Milford."

In addition to being Executive Director of Kids Count for 15 years, Kelly is the Director of the Milford Family Resource Center and the School Readiness Program. She is the volunteer chairperson of the Milford Salvation Army Service Unit and a member of the Pancakes for

Parkinson's committee. She serves on the Family and Individual Assistance Program of the Hurricane Sandy Long Term Recovery Program.

Several local businesses have agreed to support the Healthy Baby Diaper Drive by serving as collection points during the month of March. Thank you to the following businesses for encouraging employees and customers to contribute:

- ShopRite of Milford,
- Super Stop and Shop on East Town Road in Milford,
- Woodruff Family YMCA,
- Turner Construction Co.,
- Ricoh,
- Rape Crisis Center,
- GE Credit Union, and
- Sandcastle Learning Center.

To register for the Healthy Baby Diaper Drive Bottoms Up reception, please contact the United Way of Milford at 203-874-6791.

Monetary donations are also welcome. Checks can be made payable to United Way of Milford (with Diaper Drive in the memo portion) and mailed to the United Way of Milford at 20 Evergreen Avenue, Milford, CT 06460.

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