



FOR IMMEDIATE RELEASE

For more information contact:
Gary Johnson, President
United Way of Milford
(203) 874-6791

Photo Caption: Healthy Baby Diaper Drive Honorary Chair Peggy Kelly (pictured second from left) stands among the diaper donations with committee members (right to left): Jennifer, Emmy and Owen Bernheim and Wendy Gibbons.

United Way of Milford Meets Healthy Baby Diaper Drive Goal

Milford, CT (July 15, 2013) – United Way of Milford President Gary Johnson announced today that the 2013 Healthy Baby Diaper Drive was successful as the committee reached its goal of collecting 15,000 diapers. Diapers will be distributed in Milford through United Way partner agencies.

Peggy Kelly, Honorary Chair of the Healthy Baby Diaper Drive and Executive Director of Kids Count of Milford said, "We are thrilled that between diaper donations and monetary donations we were able to meet the goal of collecting 15,000 diapers. The bar was set high as we looked to increase the collection by 50% over last year because of the increased need."

The Healthy Baby Diaper Drive kicked off with a "Bottoms Up" reception in March, and continued with a diaper drive at ShopRite. Several local businesses also supported the drive by serving as collection points during the month of March. The United Way of Milford thanks the following businesses: ShopRite of Milford, Super Stop and Shop on East Town Road in Milford, Woodruff Family YMCA, Turner Construction Co., Ricoh, Milford Rape Crisis Center, GE Federal Credit Union, and Sandcastle Learning Center.

"Since Food Stamps and WIC (Special Supplemental Nutrition Program for Women, Infants and Children) do not cover the cost of diapers, the expense is burdensome to families who are experiencing economic challenges," Kelly said. "Milford is a tight-knit community and its residents take on the responsibility to help those most in need."

Monetary donations are still being accepted for the Health Baby Diaper Drive. 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.

###