

**FOR IMMEDIATE RELEASE**

Contact:

Carrie Moulder

[news@jlno.org](mailto:news@jlno.org)

[504-891-5845](tel:504-891-5845)

**JUNIOR LEAGUE OF NEW ORLEANS TO OBSERVE DIAPER NEED AWARENESS WEEK,  
CELEBRATE GRAND OPENING OF NEW DIAPER BANK**

*September 25– October 1, 2017 is National Diaper Need Awareness Week*

*September 18, 2017, NEW ORLEANS, LA* – The Junior League of New Orleans will observe Diaper Need Awareness Week from September 25 through October 1, 2017.

Diaper Need Awareness Week is a National Diaper Bank Network (NDBN) initiative created to mobilize efforts to help nearly 5.2 million babies in the U.S. aged three or younger who live in poor or low-income families.

“Diaper need is defined as the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy,” explained Kristen Koppel, President of Junior League of New Orleans. “We founded our diaper bank in 2014 to address diaper need throughout Metropolitan New Orleans. Since its founding, we have distributed over 1 million diapers to families in need.”

“Getting help with diapers allows me to put whatever was saved that week towards other necessities for my home or food. It’s hard living on a very strict or tight budget, so every bit of savings helps,” stated a client from ACCESS Pregnancy, one of JLNO’s diaper distribution partners. “I am very happy to have this as a program. Financial stress can cause stress in the home, and by receiving help, it helps me better focus on the things I need to, like keeping my daughter happy. It not only helps with her well-being but mine as well.”

Due to the growing need for diapers throughout New Orleans, JLNO is proud to announce the grand opening of a new facility to collect, sort and distribute more diapers.

“This expansion allows us to increase donations and distribution throughout the city and surrounding areas,” said JLNO Community Council Director, Holly Paczak. “Because of this space, we can add more distribution partners which will allow us to better serve our community.”

The grand opening will take place on **Tuesday, September 26 at 10:00 a.m. at 1109 Al Davis Road in Elmwood**. Public is invited to attend.

Throughout the week of September 25 – October 1, 2017, JLNO will host the following events:

- Monday, September 25 – Saturday, October 1: Bloomin’ Deals Thrift Shop, a JLNO fundraiser located at 4645 Freret Street in New Orleans, will run a special savings offer. Shoppers will receive 30% off of their entire purchase in exchange for a donation of 25 diapers or more.
- Tuesday, September 26: Grand Opening of New Diaper Bank, 10:00 a.m. at 1109 Al Davis Road, Elmwood, LA 70123
- Thursday, September 28: Blaze Pizza along with other partner restaurants will offer specials and donate a portion of proceeds to the JLNO Diaper Bank. More information is available via JLNO’s social media accounts.

### **About Diaper Need**

- 5.3 million children in the U.S. aged three or younger live in poor or low-income families.
- In Louisiana, 56,000 children under the age of three are in families that earn less than 100% of the federal poverty level.
- 1 in 3 American families report experiencing diaper need.
- Disposable diapers cost \$70 to \$80 per month per baby.
- No state or federal child safety-net program allocates dollars specifically for the purchase of diapers.
- Without transportation, buying diapers at a convenience store rather than a large “big box” store can significantly increase the monthly cost of diapers.
- Infants require up to 12 diapers per day, toddlers about 8.

### **Negative Consequences of Diaper Need**

- Babies who remain too long in a soiled diaper are exposed to potential health risks.
- Most childcare centers, even free and subsidized facilities require parents to provide a day’s supply of disposable diapers.
- Cloth diapers are not accepted at the vast majority of child care centers.
- Many parents cannot go to work or school if they can’t leave their babies at childcare.

### **How To Help Close the Diaper Need Gap**

Donate disposable diapers at JLNO Headquarters, located at 4319 Carondelet Street between the hours of 8:30 a.m. and 5:30 p.m., Monday through Friday. Diapers are also accepted at one of our many ongoing diaper drive locations.

- Unused disposable diapers can be of any type, size, and brand.
- All sizes will be accepted with a preference for sizes 3 and above.
- Opened packages of diapers are acceptable. Please label them with the size if they are not donated in their original package.

Visit our website – [www.jlnodiaperbank.org](http://www.jlnodiaperbank.org) - to learn more about how you can help:

- Make a one-time or recurring financial donation to Dollars for Diapers.
- Organize a diaper drive through your place of business, organization or place of worship. A Diaper Drive Toolkit is available on our website.
- Purchase diapers from JLNO’s Amazon Wish List. Diapers purchased from the Amazon Wish List will ship directly to JLNO Headquarters.

*The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.*

###