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**FOR IMMEDIATE RELEASE**

## **Junior League of New Orleans Gauges Progress Toward 90,000 Diapers**

*JLNO Diaper Bank Has Challenged New Orleans to Collect 90,000 Diapers by End of 2015*

**New Orleans, LA (November 19, 2014)** – Last month, Junior League New Orleans (JLNO) challenged New Orleans to collect 90,000 diapers to the JLNO Diaper Bank by the end of 2015. **As of today, JLNO is proud to announce that it is 21,645 diapers closer to meeting this goal.**

“The Diaper Bank is one of the many ways JLNO is highlighting its new focus of advancing the wellbeing of women,” said JLNO President, Katherine Kleinpeter Raymond. “To celebrate our 90<sup>th</sup> anniversary, we wanted to touch our community with an impactful initiative by collecting 90,000 diapers. The local support has been overwhelming.”

Aligned with JLNO’s new focus of advancing the wellbeing of women, the newly founded [JLNO Diaper Bank](#) is helping New Orleans families from the bottom up by addressing the growing diaper need in New Orleans. As diapers are not currently covered by government assistance, families are often spending more than \$100 a month per child on diapers.

Findings from [Huggies® Every Little Bottom Study](#) have shown that those struggling to afford the cost of diapers often have difficulty with stress management and depression, which in turn negatively affects their children’s health and development. On average, children ages newborn to three years old require 8 to 12 diapers each day, which means a family’s inability to provide their children with clean disposable diapers are ineligible for daycare and must choose between going to work and caring for a child.

JLNO Diaper Bank drop off locations accept diapers of all sizes, training pants, swimwear diapers, wipes and creams year round. Please visit [www.jlno.org](http://www.jlno.org) for a complete list of JLNO Diaper Bank drop off locations and hours.

JLNO is solely a collection and distribution partner to direct service nonprofit agencies. To access diapers, please contact our Diaper Recipient Partners:

- Access Pregnancy Center  
504-832-1503  
Monday –Thursday from 8:30 a.m. – 4:30 p.m.
- Access Mobile Unit  
504-427-1278  
Tuesday through Thursday

For more information about JLNO and the JLNO Diaper Bank, please visit [www.jlno.org](http://www.jlno.org) or engage with JLNO on [Facebook](#) and [Twitter](#)

### **About Junior League of New Orleans (JLNO)**

*The Junior League of New Orleans (JLNO) is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. It has proudly served Metropolitan New Orleans for over 90 years. A 501 (c) 3 not-for-profit organization, JLNO is dedicated to advancing the wellbeing of women through improving economic opportunities, advocating for health and wellness and providing for family assistance. Currently, JLNO has over 2300 members making it the 12<sup>th</sup> largest Junior League in the world.*

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