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FOR IMMEDIATE RELEASE

Junior League of New Orleans Embarks on New Diaper Collection Goal of 200,000

JLNO Collected 110,000 in 1-year; Aims to Collect 200,000 by June 1, 2016

New Orleans, LA (September 22, 2015) – In honor of Diaper Need Awareness Week (September 28 – October 4), the [Junior League of New Orleans \(JLNO\)](#) is reaffirming its commitment to helping families from the bottom up. The [JLNO Diaper Bank](#) distributed more than 110,000 diapers within the past eight months. For its second year, JLNO seeks to double its community impact by collecting 200,000 diapers before June 1, 2016 to help alleviate diaper need in Metropolitan New Orleans.

“JLNO appreciates all of those who have supported our Diaper Bank launch,” said Shannon Able, president of JLNO. “We will continue educating the public about diaper need and hope all New Orleanians will help us in reaching our new goal.”

One in three American families struggle with providing diapers for their babies, but this diaper need is a rarely discussed consequence of poverty. On average, children ages newborn to three years old require 6 to 12 diapers each day, which means that families are often spending more than \$100 a month per child on diapers. 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. As the cost of diapers is currently not covered by government assistance, families struggling 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 founded its Diaper Bank to mitigate diaper need for New Orleans mothers. The public can aid in this effort by donating disposable diapers, including opened boxes of unused diapers that children may have outgrown. The JLNO Diaper Bank also accepts financial donations, which allows JLNO to purchase diapers at a deeply discounted rate of six diapers for every dollar. Diaper donations can be made at JLNO Headquarters (4319 Carondelet Street) during normal business hours. Financial donations can be made any time on JLNO’s website at www.jlno.org/DiaperBank.

JLNO is solely a collection and distribution partner. To access diapers, please contact one of the [diaper recipient partners](#). For more information about how to donate, how to access diapers, JLNO and the JLNO Diaper Bank, please visit www.jlno.org/DiaperBank or engage with JLNO on [Facebook](#).

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 2,300 members making it the 8th largest Junior League in the world.

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