



FOR IMMEDIATE RELEASE

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Junior League of New Orleans Challenges New Orleans to Collect 90,000 Diapers by End of 2015

JLNO Diaper Bank Drop Off Locations Open Monday, October 20

New Orleans, LA (October 16, 2014) – Did you know that one in three American mothers struggle to provide their child with clean diapers, due to the cost of disposable diapers and lack of assistance? To combat this growing diaper need, Junior League of New Orleans (JLNO) is challenging the New Orleans community to help families from the bottom up by donating 90,000 diapers over the next year in support of JLNO's newest community initiative – the [JLNO Diaper Bank](#).

Starting Monday, October 20, JLNO will collect diapers at key drop off locations throughout the city. Once a month, JLNO will conduct a count of diapers donated to gauge the progress toward collecting 90,000 diapers over the next year in honor of the organization's 90th anniversary and its new focus on advancing the wellbeing of women. The first count will be conducted on Wednesday, November 19.

"For more than 90 years, JLNO has identified and initiated programs that support the development of women as well as the improvement of communities," said Katherine Kleinpeter Raymond, President of JLNO. "The JLNO Diaper Bank is one way we are bringing the community together to support women facing both financial and emotional issues associated with struggling to support a growing family."

On average, children ages newborn to three years old require 8 to 12 diapers each day, which means that families are often spending more than \$100 a month per child on diapers. The JLNO Diaper Bank was established to alleviate diaper need in Metropolitan New Orleans by collecting diapers, which will be distributed through Access Pregnancy and Referral Centers, a program of Catholic Charities of New Orleans.

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. As diaper assistance programs are 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.

All JLNO Diaper Bank drop off locations will accept diapers of all sizes, training pants, swimwear diapers, wipes and creams. Confirmed drop off donation locations will begin collecting starting Monday, October 20 as follows:

- JLNO Headquarters (4319 Carondelet Street)
Mon - Fri from 8:30 a.m. – 5 p.m.
- East Jefferson General Hospital (4200 Houma Blvd.) – Woman and Child Services Main Desk on 4th Floor
Mon – Fri from 9 a.m. – 2 p.m.
- Palm Tree Playground (3011 North I-10 Service Rd.)
Daily from 10 a.m. – 3:00 p.m.

- The Parenting Center at Children's Hospital (938 Calhoun St)
Mon - Fri from 9:00 a.m. – 4:30 p.m.
- The Parenting Center at Goldring-Woldenberg Jewish Community Campus (3747 W. Esplanade Ave)
Mon – Fri from 9 a.m. – noon

Local businesses interested in serving as JLNO Diaper Bank donation stations may contact diaperbank@jlno.org. Please visit www.jlno.org for a complete list of JLNO Diaper Bank drop off locations and hours. JLNO will accept diaper donations and monetary contributions year round.

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 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 2300 members making it the 12th largest Junior League in the world.

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