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FOR IMMEDIATE RELEASE

## **EIGHTH ANNUAL DIAPER DAY SCHEDULED FOR OCTOBER 24, 2016**

### ***Efforts Kick-Off During Diaper Need Awareness Week Beginning September 26***

**MARIETTA, GEORGIA, August 8, 2016** – The Cobb Diaper Day Committee announced today that it is holding its Eighth Annual Diaper Day to collect diapers for low-income families through the month of October. A community-wide collection will take place on **October 24, 2016, at 5:00 p.m. at Glover Park** on the Marietta Square. **All donated diapers will be given to the Center for Family Resources, MUST Ministries, Sweetwater Mission, United Military Care and the YWCA of Northwest Georgia** for distribution to help ease some of the burden of the hundreds of families with infants that enter their doors each month. [Diaper Need Awareness Week](#), September 26 through October 2, is an initiative of the National Diaper Bank Network (NDBN) created to mobilize efforts nationwide.

The Cobb Diaper Day Committee, headed by Barbara Hickey, committee chairman and founder of the Etiquette School of Atlanta, is asking the business community, concerned citizens and non-profit organizations to collect diapers from employees, members and friends throughout the month of October. In the last seven years, over one-half million diapers have been donated to assist low-income families. Cobb Diaper Day Committee volunteers will pick-up the collections or they can be brought to Glover Park on the Marietta Square on Monday, October 24 at 5 p.m.

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Low-income families often have the daily stress of choosing between food and diapers. Prolonged wearing of a wet diaper causes diaper rash and a crying baby leads to more stress in the home. In these tough economic times, low-income families face the facts that:

- Food stamps do not include hygiene products such as diapers.
- On average, the cost to purchase diapers is approximately \$100/month.
- Day care centers require parents to provide their own diapers.
- Local agencies, such as the Center for Family Resources, MUST Ministries, Sweetwater Mission, United Military Care and the YWCA of Northwest Georgia can only dispense diapers four times a year to their clients, due to the lack of resources.

“Raising a family today is difficult enough without the added burden of wondering where the necessities of life will come from,” stated Ms. Hickey. “Often times it is the little things in our lives that make the biggest difference. Together, we can help hundreds of families in Cobb County by this single act.”

Donations are being accepted online at [www.cobbfoundation.org/cobbchildrensfund](http://www.cobbfoundation.org/cobbchildrensfund).

### **About The Diaper Day Committee**

The Cobb Diaper Day Committee was founded by a concerned group of community leaders to raise awareness that, in tough economic times, securing the most basic of needs---having diapers to care for infants and children, a challenge that low-income families regularly face. Learn more, email Barbara Hickey, committee chairman, at [esatlanta@bellsouth.net](mailto:esatlanta@bellsouth.net) or visit [www.cobbdiaiperday.com](http://www.cobbdiaiperday.com).

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