



FOR RELEASE
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Shawna Walz
Idaho Diaper Bank
(208) 995-6711
Shawna@idahodiaperbank.org

**Huggies® and the National Diaper Bank Network to Deliver
Hundreds of Thousands of Donated Diapers to the Idaho Diaper Bank**

MERIDIAN, Idaho – A semi-truck filled with more than 200,000 Huggies® Brand diapers is set to be delivered to the Idaho Diaper Bank (IDB) on Thursday, May 5 at 11 a.m. at 621 E. King Street in Meridian, and unloading the truck will happen not long after. An additional 100,000 diapers will be delivered to the IDB warehouse on a subsequent date.

IDB is receiving the diaper donation as a result of its active membership in the National Diaper Bank Network (NDBN), which is comprised of more than 300 community-based diaper bank programs located throughout the U.S. As NDBN's founding sponsor, Huggies provides more than 20 million diapers annually to the Network for distribution to its members. Dollars donated to IDB by local supporters help fund the administrative costs of the delivery.

"We are ecstatic to be getting this incredibly generous donation, and extremely thankful for the support we are getting from Huggies® and the National Diaper Bank Network. A total of 300,000 diapers will be delivered to the Idaho Diaper Bank in 2016, which will help ensure we can expand our distribution of diapers to families all throughout Idaho," said Shawna Walz, executive director of the Idaho Diaper Bank. IDB will soon launch its Warehouse on Wheels (WOW) program to reach rural areas of Idaho, which is due in part to a \$10,000 NDBN *Funds for Change* Grant awarded to IDB earlier this year.

In addition to the diaper donation, IDB is one of the organizations on display at the *Idaho Gives* event, on May 5 at 10 a.m. at 225 N. 9th Street in downtown Boise. This occasion allows the Idaho Diaper Bank the opportunity to showcase its importance in the community and ensure that it continues to grow and support Idaho families in need.

"We are a relatively new non-profit, and having the chance to be out in the public on such an important day, allows us the opportunity to tell people about our mission and how others can help support families in need in our community," said Shawna Walz, executive director Idaho Diaper Bank.

IDB serves the Treasure Valley, but it has been expanding thanks to the generous donations of its supporters like NDBN, Huggies® and the people who participate in Idaho Gives.

"Idahoans are always giving and continuously supporting each other, but on one day, every year, people have the opportunity to give to the great organizations that serve so many people, in a variety of ways," said Walz.

Also on May 5 at 6 p.m., Connections Credit Union will feature IDB at its downtown location, 249 N. 9th street. They will have a barbeque and the credit union will be accepting donations for the IDB.

One in every three Idaho families struggle to afford basic necessities, including diapers. Diapers are often rationed or reused when money is tight and every dollar is needed to go toward food and shelter. Babies and young children are paying the price.

55 percent or roughly 35,000 Idaho children under the age of three live in poverty or come from low-income families. There is zero assistance for diapers, even from programs designed to help families like the Supplemental Nutrition Assistance Program (SNAP, commonly known as Food Stamps), or through the Women, Infants and Children (WIC) program. On average, babies need 10 diapers each day, which can quickly add up to over \$100 per month, per child. Without a full days supply of disposal diapers, parents cannot access early childcare education and in turn can't go to work or school themselves. Many Idaho babies are being left in wet diapers all day, which can cause illness like hepatitis A, viral meningitis and severe bacterial diarrhea. Diaper need is linked directly to maternal depression, shaken baby syndrome and increased abuse and neglect.

For more information on the Idaho Diaper Bank, visit IdahoDiaperBank.org.

IDB welcomes donations of opened or new packages of disposable diapers, as well as gently used clean or new cloth diapers; The IDB also accepts donations of incontinence products for the elderly and/or disabled.

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By focusing on diaper need, the Idaho Diaper Bank works to meet the basic needs of children and families. Idaho Diaper Bank was established to provide diapers, diapering supplies and advocacy to families in need through partnership agencies. These agencies serve infants and families including childcare centers, crisis nurseries, domestic violence shelters, food pantries and faith based organizations. Idaho Diaper Bank seeks to engage Idaho communities to recognize that diapers are a basic need, along with food and shelter.