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FOR IMMEDIATE RELEASE

NINTH ANNUAL DIAPER DAY SCHEDULED FOR OCTOBER 23, 2017

Efforts Kick-Off During Diaper Need Awareness Week Beginning September 25

MARIETTA, GEORGIA, Sept. 14, 2017 – The Cobb Diaper Day Committee announced today that it is holding its Ninth Annual Diaper Day to collect diapers for low-income families through the month of October. A community-wide collection will take place on **October 23, 2017, at 5:00 p.m. at Glover Park** on the Marietta Square. **All donated diapers will be given to the Center for Family Resources, liveSAFE Resources, MUST Ministries, Simple Needs GA, Sweetwater Mission and United Military Care** for distribution to help ease some of the burden of the hundreds of families with infants that enter their doors each month.

Organizations, companies and individuals are encouraged to kick-off awareness and collection efforts on September 25, the beginning of [Diaper Need Awareness Week](#), an initiative supported by 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 eight 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 23 at 5 p.m.

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, liveSAFE Resources, MUST Ministries, Simple Needs GA, Sweetwater Mission and United Military Care 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.

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. To learn more, email Barbara Hickey, committee chairman, at esatlanta@bellsouth.net or visit www.cobbdiaiperday.com.

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