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FOR IMMEDIATE RELEASE

12th ANNUAL COBB DIAPER DAY TO BE HELD VIRTUALLY DUE TO THE COVID-19 PANDEMIC

MARIETTA, GEORGIA, September 14, 2020 – The Cobb Diaper Day Committee announces that it is holding its 12th Annual Diaper Day virtually, due to the COVID-19 pandemic. The annual community-wide effort to collect diapers for low-income families is occurring throughout the entire month of September. Organizations, companies and individuals are encouraged to donate to the **Barbara Hickey Children’s Fund** (managed by Cobb Community Foundation), purchase diapers through their **Amazon Wish-list** and hold diaper drives, especially during **Diaper Need Awareness Week**, being held September 21 – 27. **All diaper donations will be given to the Cobb Douglas Public Health Teen Pregnancy Program, Communities in Schools of Georgia in Marietta/Cobb County, liveSAFE Resources, MUST Ministries, Ser Familia, Simple Needs GA and Sweetwater Mission** for distribution to help ease some of the burdens of the thousands of families in critical need.

Through the efforts of the Cobb Diaper Day Committee, founded by the late Barbara Hickey, more than one million diapers have been donated to assist low-income families in Cobb County. The goal this year is to donate more than 110,000 diapers.

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. Low-income families also 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.

Barbara Hickey reminded us all that, oftentimes, it is the little things in our lives that make the biggest difference, when she envisioned the community coming together to support local families in need.

Donations are being accepted online at www.cobbdiaiperday.com.

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, is a challenge that low-income families regularly face. To learn more, visit www.cobbdiaaperday.com.

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