

# PRESS RELEASE

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FOR IMMEDIATE RELEASE



**Brown County United Way**

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## 13th Annual Brown County Diaper Drive to Support Families in Need

**GREEN BAY, WI** — Too many families in our community face tough choices when it comes to meeting essential basic needs. 1 in 3 Brown County households lives below the ALICE Threshold—including families who work hard yet struggle to cover essentials like diapers. This is why Brown County United Way and the Greater Green Bay Labor Council are hosting their 13th Annual Diaper Drive.

This year's diaper drive will occur Monday, September 23 through Wednesday, October 23, 2024, coinciding with National Diaper Need Awareness Week (September 23 to 27). The diaper drive supports local families by providing diapers, pull-ups, and wipes, which are distributed to families in need through area nonprofits, including longstanding partners Family & Childcare Resources of Northeast Wisconsin and Love Life Ministry.

New this year, Brown County United Way is launching the "Stuff the Bus" initiative, whereby Brown County United Way's HubCAP vehicles and Community Resource Navigators will be stationed at local stores from 10 a.m. to 1 p.m. on Wednesdays through October 23. HubCAP Community Navigators will collect diaper drive items directly from community members at these designated drop-off points, as well as provide information about local programming, resources, and services.

A rotating schedule at Festival Foods stores, Hy-Vee, and Woodman's will be posted soon on the Brown County United Way website [www.browncountyunitedway.org](http://www.browncountyunitedway.org). The first Stuff the Bus opportunity will take place at the De Pere Festival Foods, 1001 Main Avenue, from 10am – 1pm on Wednesday, September 25.

The Greater Green Bay Labor Council is currently coordinating the placement of collection boxes at key locations throughout Brown County. As more sites are confirmed, a full list of participating drop-off locations will be made available on Brown County United Way's website. In the meantime, community members are encouraged to look for collection boxes at various local businesses and organizations, which will be prominently marked for diaper donations.

In addition to giving in person, Brown County United Way has created Target and Amazon Community gift lists, allowing donors to purchase diapers, pull-ups, and wipes online and have them shipped directly to United Way. Gift list links can be found at Brown County United Way's website.



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Kimberly-Clark is jump-starting the diaper drive with a crucial donation of more than 75,000 diapers and pull-ups. Brown County Executive Troy Streckenbach is recognizing the diaper drive and National Diaper Need Awareness Week with a county proclamation.

“The diaper drive has provided vital support to families in Brown County for more than a decade,” said Robyn Davis, President and CEO of Brown County United Way. “The addition of the Stuff the Bus initiative provides community members even more opportunities to contribute and make a difference.”

“Over 1 million diapers have been donated during the diaper drive’s history,” said Steve McFarlane, Greater Green Bay Labor Council President. “With the community’s continued support, we will meet our goal of collecting 100,000 diapers this year.”

For more information about the diaper drive, including drop-off locations and ways to get involved, visit [browncountyunitedway.org](http://browncountyunitedway.org) or contact Sarah Inman [sarah@browncountyunitedway.org](mailto:sarah@browncountyunitedway.org).

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**About Brown County United Way**

Brown County United Way's mission is to unite people, resources and ideas to co-create community solutions that strengthen every person and every community in Brown County. We envision an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being and community connection.

**About Greater Green Bay Labor Council**

We are one of nearly 500 state and local labor councils of the AFL-CIO and are the heart of the labor movement. We are democratically elected bodies dedicated to represent the interests of working people at the state and local level. We mobilize our members and community partners to advocate for social and economic justice and we strive daily to vanquish oppression and make our communities better for all people—regardless of race, color, gender, religion, age, sexual orientation, or ethnic or national origin.

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