



BRONX COMMUNITY BOARD NO. 8

5676 Riverdale Avenue, Suite 100 • Bronx, New York 10471-2194

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Honorable Ruben Diaz, Jr.
Bronx Borough President

Daniel Padernacht, Chairperson

Nicole M. Stent, District Manager

FOR IMMEDIATE RELEASE:

BRONX COMMUNITY BOARD 8 IS OPERATION BACKPACK 2014 DROP SITE!

Bronx, New York - Join Bronx Community Board No. 8 and Volunteers of America-Greater New York in launching **OPERATION BACKPACK 2014**, to support homeless children.

Volunteers of America-Greater New York has an annual drive to collect brand new backpacks and new school supplies for the thousands of children living in New York City shelters. The Board office, located at 5676 Riverdale Avenue, Suite 100, will be a **DROP SITE** for backpacks from 9:30PM to 4:30PM daily. **The campaign kicks off on Monday, July 14th and the Board office will accept backpacks through July 31st.**

Additionally, in a continuing partnership with Volunteers of America-Greater New York, every Duane Reade location will be accepting donations of new backpacks and school supplies from the public. Dozens of companies, schools, community groups, and religious institutions will also host collection drives.

Thousands of children live in NYC's homeless and domestic violence shelters and Rachel Weinstein, Vice-President/Chief Development and Communications Officer of Volunteers of America-Greater New York, speaks of the importance of the program. "We need to equip children with all the tools to allow them to succeed in school, because a high school diploma is essential to breaking the cycle of homelessness.

Operation Backpack is vital because a new backpack and supplies can be the difference between a child being excited to go to school and refusing to go. And with the average cost of a filled backpack hovering around \$81, we can relieve the financial burden that many parents face when making decisions for their families."

This year's goal is to collect 16,500 backpacks!

The public is urged to drop new backpacks and school supplies at Bronx Community Board #8 offices located at 5676 Riverdale Avenue, Suite 100, Bronx, New York, 10471 or at any Duane Reade in New York City from July 14th to August 8th. For grade-appropriate packing lists and other drop locations visit www.OperationBackpackNYC.org.

There are lots of ways that you can help!

1. Drop new backpacks and/or school supplies at the Bronx Community Board No. 8 offices located at 5676 Riverdale Avenue, Suite 100. Bronx, NY 10471 **by July 31st.**
2. Host a drive at your office to collect backpacks and school supplies
3. Drop new backpacks and/or school supplies at any Duane Reade during the month of July
4. Donate money online at www.OperationBackpackNYC.org
5. Purchase items from Volunteers of America's Online Wishlist at <http://amzn.com/w/2ZJQ1HN1L69MF> and ship them to: Volunteers of America – 601 W. 26th Street, Suite 360, New York, NY 10001

For more information visit www.OperationBackpackNYC.org

*Serving the neighborhoods of Fieldston, Kingsbridge, Kingsbridge Heights,
Marble Hill, Riverdale, Spuyten Duyvil, and Van Cortlandt Village*

ABOUT OPERATION BACKPACK®

Volunteers of America-Greater New York's back-to-school drive began in 1999 as a small effort to collect school supplies for the children in its shelters. In 2001, with the support of the corporate community, the effort grew exponentially. In 2004, the campaign was re-branded "**Operation Backpack**" to reflect its ambitious, new goal: to give every child in the New York City shelter system who needs one, a new backpack filled with grade-specific school supplies. **Operation Backpack®** is so successful that it is now held in VOA locations across the country.

ABOUT VOLUNTEERS OF AMERICA-GREATER NEW YORK

Volunteers of America-Greater New York has more than 90 social services programs throughout the five boroughs of New York City, in Northern New Jersey and the Mid-Hudson region. Award-winning programs, skilled and dedicated staff, and caring volunteers bring relief to tens of thousands of men, women and children every year. From helping families who are homeless to secure and retain permanent housing, to preparing preschool children with developmental delays for kindergarten, to providing a full continuum of services to veterans, our programs are designed to help our neighbors in need. www.voa-gny.org

ABOUT BRONX COMMUNITY BOARD 8

Bronx Community Board No.8 (BXC8) plays an important role in improving the quality of life for the communities it serves. BXC8 is a vital liaison and advocate for the community in dealing with New York City government, elected officials, municipal service delivery, land use and zoning issues, community and business development, the City budget and many other matters relating to the community's health, safety and welfare. For more information about Bronx Community Board No. 8, please visit www.nyc.gov/bronxcb8.

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