FOR IMMEDIATE RELEASE

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**City Commissioner to help kick off CNY Diaper Bank’s volunteer events in honor of “Diaper Need Awareness Week”**

**SYRACUSE, N.Y. –** City of Syracuse Commissioner of the Department of Neighborhood and Business Development, Stephanie Pasquale, will join volunteers to kick off CNY Diaper Bank’s week of activities in honor of Diaper Need Awareness Week in Syracuse Sept. 24-30.

Commissioner Pasquale will attend a volunteer event Sept. 23 at 1 p.m. at the CNY Diaper Bank’s headquarters in ShoppingTown Mall.

Diaper Need Awareness Week is an initiative created by the [National Diaper Bank Network](http://nationaldiaperbanknetwork.org/diaperawareness/) to bring national attention and mobilize efforts to end diaper need, a hidden consequence of poverty.

The CNY Diaper Bank’s kickoff event is an opportunity for people of all ages to help begin to wipe out diaper need in Central New York by counting and wrapping diapers for distribution. Commissioner Pasquale will welcome guests and speak about the importance of CNY Diaper Bank’s mission in Syracuse. Community members and volunteers are invited to attend from 1-3 p.m. and can sign up at [cnydiaperbank.org/events](http://www.cnydiaperbank.org/events).

The CNY Diaper Bank will also host a [Plant Nite](https://www.plantnite.com/about-us) event, where people can socialize and create a tabletop garden to take home, on Sept. 26 at 6:30 p.m. at the Greenwood Winery & Bistro, East Syracuse. A portion of the proceeds will benefit the CNY Diaper Bank. For ticket information and to reserve a spot, community members can visit [plantnite.com](https://www.plantnite.com/events/private-event-succulent-terrarium-in-light-distressed-wood-rectangular-at-greenwood-winery-bistro-10102502).

The CNY Diaper Bank, the driving force behind bringing Diaper Need Awareness Week to Syracuse, was created in May 2016 after founder Michela Hugo read about diaper need on a national level. Hugo examined how the issue was dealt with locally and discovered a tremendous public need. Fifty percent of Syracuse children under 5 years old live in poverty, and diapers become a cost families can’t afford. An adequate supply of diapers for one child can cost $100 per month, and a healthy child will require about 2,600 diaper changes per year. Local organizations often struggle to keep up with demand due to a lack of resources and because no state or federal children safety-net programs allocate dollars specifically for diaper purchases.

In less than 2 1/2 years, the organization has distributed more than 600,000 diapers and now distributes more than 40,000 diapers to families each month through 22 partner agencies.

“The purpose of this week is to shed light on an important issue that impacts so many families right here in Central New York,” said Hugo. “Any contribution, big or small, helps make a change. That’s why we offer a number of tools and suggestions to help jump-start simple initiatives in your workplace, school or community.”

Diaper Need Awareness Week is the perfect time to:

1. Count and wrap diapers for distribution in Central New York. Sign up at [cnydiaperbank.org/events](http://www.cnydiaperbank.org/events).
2. Attend a Plant Nite fundraiser for the CNY Diaper Bank. Sign up at [plantnite.com](https://www.plantnite.com/events/private-event-succulent-terrarium-in-light-distressed-wood-rectangular-at-greenwood-winery-bistro-10102502).
3. Hold a Diaper Need Awareness Week “Dollars for Diapers” drive. One dollar donated to the organization will keep one baby or toddler clean and dry for an entire day.
4. Donate directly to the CNY Diaper Bank through [www.cnydiaperbank.org](http://www.cnydiaperbank.org/) or mail donations to Central New York Diaper Bank Inc., CNY Diaper Bank, ShoppingTown Mall, 3649 Erie Blvd. East, Syracuse, NY 13214. The CNY Diaper Bank uses donations to purchase diapers in bulk for an average cost of just 13 cents per diaper compared with more than 25-35 cents at retail.
5. Spread the word. Talk to others about this often-overlooked consequence of poverty.

To learn more on how to donate to the organization, or how to hold your own diaper drive using the “[Diaper Drive Toolkit](http://static1.squarespace.com/static/571589ec7c65e40c563a29f0/t/5788eac4b8a79b31d1293eb6/1468590791236/CNY+Diaper+Bank+Tool+Kit.pdf)” and other resources, visit [www.cnydiaperbank.org](http://www.cnydiaperbank.org).

**About CNY Diaper Bank**

The Central New York Diaper Bank is a nonprofit that was created in 2016 to help social service organizations in the Syracuse area distribute diapers to families in need. It is a part of the [National Diaper Bank Network](http://nationaldiaperbanknetwork.org/). CNY Diaper Bank’s mission is to ensure that all Central New York families have access to an adequate supply of diapers, and to build awareness of diaper need in our community.

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