



FOR IMMEDIATE RELEASE
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Assemblyman Magnarelli to Present a New York State Citation to CNY Diaper Bank in Honor of “National Diaper Need Awareness Week”

SYRACUSE, N.Y. – New York State Assemblyman William B. Magnarelli will present a New York State Citation to the Central New York Diaper Bank recognizing the week of Sept. 25-Oct. 1 as National Diaper Need Awareness Week in Syracuse. The presentation will take place Wednesday, Sept. 27 at 10 a.m. during the CNY Diaper Bank’s “Diaper Need Awareness Week Volunteer Session and Open House” at its new location in Shoppingtown Mall.

City of Syracuse Mayor Stephanie Miner also issued a proclamation for the awareness week for the second year in a row. National Diaper Need Awareness Week is a growing national movement by the National Diaper Bank Network created to mobilize efforts to help make a difference in the lives of the nearly 5.2 million babies in the U.S. aged three or younger who live in poor or low-income families.

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 five years old live in poverty. 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.

Since its inception, the organization has distributed 224,000 diapers and now distributes more than 20,000 diapers each month through partner agencies, benefitting 400 families monthly.

Having recently moved into the larger space in Shoppingtown Mall that was previously occupied by Gymboree, the CNY Diaper Bank is hosting its open house on Wednesday, Sept. 27, as a way to honor the awareness week and help restock its shelves and supply of diapers. Community members and volunteers are invited to attend and can sign up through the [CNY Diaper Bank website](#).

During Diaper Need Awareness Week, Jet.com will also match all donations to the CNY Diaper Bank dollar-for-dollar through the JetCares Give a Pack Program at www.jet.com/jetcare. JetCares provides high-quality diapers, baby wipes and other basic essentials to non-profit organizations serving families in need.

Orangetheory Fitness is hosting a fundraiser Saturday, Sept. 30 from 12:30-1:30 p.m. The entire \$20 class fee will be donated to the CNY Diaper Bank to purchase diapers for local families in need. A raffle drawing will take place after class. Raffle tickets are available before class for \$5, or in exchange for a pack of diapers. Advanced registration through the [CNY Diaper Bank website](#) is required due to limited space.



There are three additional ways for local businesses and community members to get involved:

1. 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.
2. Allow employees to wear jeans for a day for a \$1 donation to the CNY Diaper Bank.
3. Donate directly to the CNY Diaper Bank through 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. All money raised will go directly to providing diapers for children in the community.

“Our goal for the week is to not only raise funds and diapers, but to raise awareness of an issue that impacts so many families right here in Central New York,” said Michela Hugo, founder of the CNY Diaper Bank. “We really want to open Diaper Need Awareness Week to the community because contributions can come in all shapes and sizes and each one can help make a change. We offer a number of tools and suggestions to help jumpstart simple initiatives in your workplace, school or community.”

To learn more on how to donate to the organization, or how to hold your own diaper drive using the “[Diaper Drive Toolkit](#)” and other resources, visit www.cnydiaperbank.org.

About CNY Diaper Bank:

The Central New York Diaper Bank is a nonprofit that was created to assist social service organizations in the Syracuse area to distribute diapers to families in need. It is a part of the [National Diaper Bank Network](#). CNY Diaper Bank’s mission is to ensure 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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