

MEDIA ADVISORY

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BACK 2 SCHOOL STORE HOSTS 600 UNDERSERVED STUDENTS

Back-to-school initiative works to put children on equal footing with their peers and build confidence with carefree shopping experience.

WHAT: The National Council of Jewish Women (NCJW) Pittsburgh Section invites 600 elementary school students from pre-qualified families to shop the Back 2 School Store (B2SS) for new clothing, shoes, outerwear, and school supplies at no cost. While the children select their items with a volunteer personal shopper, parents visit a Resource Room to connect with local organizations and agencies for assistance with health care, parenting, financial literacy, career development, and other social services.

WHO: NCJW hosts B2SS with Honorary Chairs Charlie and Latasha Batch thanks to support from The Philip Chosky Charitable & Educational Foundation, The Jack Buncher Foundation, The Grable Foundation, Huntington Bank, Fox Rothschild LLP, Giant Eagle, Little's Shoes, Pittsburgh Firefighters IAFF Local No. 1, and numerous other institutional and individual donors. Agencies referring children include: ACH Clear Pathways, Allegheny Intermediate Unit, Bhutanese Community Association of Pittsburgh, Circles of East Liberty, East End Cooperative Ministries, Hosanna House, Kingsley Association, Northern Area Boys & Girls Club, Northside Common Ministries, Squirrel Hill Community Food Pantry, and Women's Center & Shelter of Greater Pittsburgh.

WHEN: Sunday, July 23, 10:00am-6:00pm

WHERE: Kingsley Association, 6435 Frankstown Ave, Pittsburgh, PA 15206

WHY: NCJW is committed to ensuring all children have the tools they need to succeed in school. This year, the Huntington Bank Backpack Index estimates back-to-school costs for families to be \$662 per elementary school student, a 1 percent increase compared to 2016. The B2SS helps ease that financial burden and stress for many families, while also providing children the special and too-often rare experience of picking out new items for themselves. All children deserve to enter the classroom on their first day feeling confident and excited about the upcoming year.

PHOTO-OP: Media will be able to interview families and photograph children picking out clothes, being fitted for new shoes, and shopping with volunteers. Please be advised, anyone wearing a red smiley sticker (red means stop!) cannot be photographed or filmed.

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