



Second Harvest Food Bank
Greater New Orleans and Acadiana

*****MEDIA ALERT***CALENDAR LISTING*****

FOR IMMEDIATE RELEASE
December 15, 2010

Media Contact:
Linzy Cotaya
504.473.6494
lcotaya@secondharvest.org

Second Harvest Food Bank and the Children's Museum of Acadiana to Help *Every Little Bottom*
Huggies diaper drive campaign helps address diaper need

- WHO:** Second Harvest Food Bank of Greater New Orleans and Acadiana, Children's Museum of Acadiana and Huggies *Every Little Bottom* Campaign, a national campaign designed to generate 20 million diapers for babies in need.
- WHAT:** *Every Little Bottom* Diaper Drive
- WHEN:** **December 15-28, 2010**
- WHERE:** Children's Museum of Acadiana
201 East Congress, Lafayette
- HOW:** To participate, donate an unopened pack of diapers, any brand and any size through December 28. The Children's Museum of Acadiana will give \$1 off of admission for up to six people for through the end of the year (*not redeemable for the December 31 New Year's Noon and Carnival Countdown event*) for participants who bring in an unopened back of diapers.
- Donated diapers will be collected at the Children's Museum of Acadiana, 201 East Congress (through December 28) and at Second Harvest Food Bank, 215 East Pinhook Road.
- The diapers collected will be distributed through Second Harvest Food Bank member agencies to families in need.
- WHY:** Approximately 1 in 3 American mothers struggle to provide diapers for their babies. Because of this babies may be kept in wet, dirty diapers for extended periods of time or, in more extreme cases, made to wear used diapers which have been cleaned or dried out.
- Many of these mothers struggle to balance basics such as food, utilities like heat or electricity or even child care in order to provide enough diapers.

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies.

Second Harvest Food Bank is an affiliated corporation of Catholic Charities Archdiocese of New Orleans and a member of Feeding America. To learn more or donate food, money or time, please visit www.no-hunger.org. Follow us on Twitter at www.Twitter.com/2ndHarvestGNOA or fan us on Facebook at www.Facebook.com/2ndHarvestGNOA.

###