FOR IMMEDIATE RELEASE

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CNY Diaper Bank Aims to Collect 100,000 Diapers This Mother’s Day

*Community members invited to participate in third annual “Make a Mother’s Day” Diaper Drive*

**SYRACUSE, N.Y. –** The[CNY Diaper Bank](http://www.cnydiaperbank.org/#need), a local nonprofit that collects diapers for families in need, is encouraging community members, local businesses and organizations to participate in its third annual “Make a Mother’s Day” Diaper Drive in May. The nonprofit aims to collect 100,000 diapers during the monthlong diaper drive – a number that is more than four times the amount collected during the 2016 inaugural “Make a Mother’s Day” Diaper Drive, which collected 22,846 diapers. Last year, the drive brought in 95,151 diapers to benefit local families in need.

“We hope to make this year’s ‘Make a Mother’s Day’ Diaper Drive our biggest one yet,” said Michela Hugo, founder of the CNY Diaper Bank. “To help us reach our goal of 100,000 diapers, individuals, businesses and organizations can make monetary donations, donate diapers at designated collection points, hold fundraisers, organize diaper drives or attend one of the many events we are hosting throughout the month.”

The CNY Diaper Bank offers a “[Diaper Drive Toolkit](https://static1.squarespace.com/static/571589ec7c65e40c563a29f0/t/5a02a51d71c10ba51bdd90a6/1510122789166/CNY%2BDiaper%2BBank%2BTool%2BKit%2BREV.PDF)” that includes information on how to hold a diaper drive and tips for getting the word out. The diaper bank recommends holding the drive for one to three weeks during the “Make a Mother’s Day” drive, and diapers can be dropped off or picked up by volunteers at the conclusion of the drive. Individuals and businesses can also support the cause by volunteering or donating money through “Dollars for Diapers” fundraisers, such as collecting money for an officewide dress-down day. 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.

The CNY Diaper Bank was founded in May 2016 after Hugo learned that local agencies were forced to turn away families who needed diapers. Hugo used the support and guidance of the National Diaper Bank Network to start a diaper bank in Syracuse. 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. Families in poverty spend nearly 15 percent of their income on diapers, and diapers are not covered by SNAP or WIC benefits.

Since opening, the CNY Diaper Bank has increased the size of its distribution network from six agencies to 18, moved into a new location in ShoppingTown Mall and was one of Jet.com’s top fundraisers during the JetCares February 2018 donation period. The nonprofit is now distributing over 40,000 diapers and reaching nearly 800 families each month.

Throughout May, the CNY Diaper Bank will host several community events with 100 percent of the proceeds benefiting the organization. For more information on upcoming events, visit [cnydiaperbank.org](http://www.cnydiaperbank.org/).

**CNY Diaper Bank May Events:**

* **May Charity Workout**

Saturday, May 5, 10-10:45 a.m.

KW Fitness, 401 E. Genesee St., Fayetteville, NY 13066

KW Fitness will host a charity circuit-style group workout for all fitness levels to benefit the CNY Diaper Bank. The workout is open to the public and free with a monetary donation of any amount or a box of diapers.

* **Mom & Mini Day Out – SOLD OUT**

Sunday, May 6, 1-3:30 p.m.

CNY Diaper Bank, 3649 Erie Blvd. E., Syracuse, NY 13214

The CNY Diaper Bank invites mothers, grandmothers, aunts and kids to its location at ShoppingTown Mall for an afternoon of fun. Activities include makeovers, hairstyling, manicures, music, snacks and beverages, a Matilda Jane trunk show and a special meet-and-greet with Princess Rapunzel.

* **Get** **Air for CNY Diaper Bank**

Thursday, May 17, 3-9 p.m.

Get Air Syracuse Trampoline Park, 7687 Frontage Road, Cicero, NY 13039

All ages are invited to the Get Air for CNY Diaper Bank fundraiser. A portion of the proceeds will go to the CNY Diaper Bank when visitors pay to jump.

* **Symphoria’s “A Tale as Old as Time” Concert**

Saturday, May 19, 7:30 p.m.

Crouse Hinds Concert Theater, 411 Montgomery St,, Syracuse, NY 13202

Sean O’Loughlin will conduct Symphoria’s “A Tale as Old as Time” concert featuring the music of favorite Disney movies. Concert attendees will be invited to donate diapers at the CNY Diaper Bank table when they enter the venue.

In addition to the events, local companies throughout Syracuse, including National Grid, have already signed up to hold diaper drives.

The diaper bank accepts monetary or diaper donations by mail at: Central New York Diaper Bank Inc., 3649 Erie Blvd E., Syracuse, NY 13214.

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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