



## For Immediate Release

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### **NATIONAL COUNCIL OF JEWISH WOMEN NEW YORK (NCJW NY) HOLDS FIFTH ANNUAL BACK 2 SCHOOL STORE, COMPLETELY OUTFITTING 200 CHILDREN IN NEED**

**GOAL:** To provide low-income New York City elementary school children with everything they need to go back to school with pride and enthusiasm, so these students and their families can focus on learning.

**DATE:** Sunday, August 4, 2019 – Ribbon Cutting at 10:00 a.m., Press welcome any time until 2:30 p.m.

**SITE:** NCJW NY's Council House, located at 241 West 72<sup>nd</sup> Street (between Broadway & West End)

On August 4, NCJW NY's Council House community center will be transformed into a very special "pop up" department store for one day. Volunteer "personal shoppers" will accompany children as they shop for clothing and school supplies in their favorite colors and styles. Each child will choose a complete **new** outfit of clothing (shirt, pants, winter jacket and sneakers), plus underwear, socks, hat and gloves. They will also select a **new** backpack and fill it with school supplies and a reference book. The Back 2 School Store empowers children by enabling them to pick out exactly what they want, an experience many of these children don't normally have. Research has proven that when children feel properly prepared with everything they need for school, attendance increases and performance improves.

While the children are shopping, parents and caregivers will spend time in the Family Resource Center, where information about health, nutrition, safety, and the upcoming Census will be available. NCJW NY is partnering with ten community-based agencies in Manhattan and the Bronx to pre-register eligible children based on specific income-related criteria.

"The Back 2 School Store is the only initiative in the city to provide 'one stop shopping' for children in need, in a fun and festive environment that feels just like a real store. Best of all, the kids get to pick out exactly what they want, an experience that more affluent children often take for granted" said Andrea Salwen Kopel, Executive Director of NCJW New York.

Approximately 150 volunteers will help over the course of the day.

*The National Council of Jewish Women New York (NCJW NY) is a grassroots organization of volunteers and advocates who turn progressive ideals into action. Inspired by Jewish values, NCJW NY strives for social justice by improving the quality of life for women, children and families and by safeguarding individual rights and freedoms. NCJW NY serves individuals of all racial and religious backgrounds. NCJW NY works to develop women's leadership and address the city's inequities through opportunities for hands-on community service and advocacy work.*

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