



MEDIA ALERT

7/22/19

INDY BACKPACK ATTACK WAREHOUSE GEARS UP FOR SCHOOL SUPPLY DRIVE DISTRIBUTION AND APPRECIATION BREAKFAST AND HOSTS MEDIA WAREHOUSE EVENT FRIDAY, JULY 26, 2019

WHAT:

Indy BackPack Attack is happy to host their appreciation breakfast and media warehouse event in Indianapolis, IN.

Indy BackPack Attack will be preparing the donated school supplies for distribution to the schools at their warehouse and will be recognizing participating organizations for their donations.

WHO:

Indy BackPack Attack is hosting this media event.

WHY:

Indy BackPack Attack invites the media to attend this special Indy BackPack Attack Warehouse media day for an opportunity to tour the facility which houses all of the school supplies and backpacks that are generously donated by local organizations, businesses and community members and attend the appreciation breakfast.

Since 1999, Indy BackPack Attack has formed strategic community collaborations with Central Indiana organizations and businesses and has made it our mission to collect school supplies to provide children the tools they need to succeed in school. It's reported that 87% percent of the families in the Indianapolis Public Schools district (IPS) need help with basic school supplies. With the help of local organizations and businesses, Indy BackPack Attack has collected more than 6 million school supplies since 1999!

Mandy Emery, chair of Indy BackPack Attack stated, "We appreciate the opportunity to share with the media what Indy BackPack Attack is all about in the hopes of recruiting more businesses and organizations to help us make sure all children in Central Indiana are able to start the school year with the tools essential to succeed in school. Indy BackPack Attack is a collaboration of 12 businesses and organizations that meet monthly to organize a city wide school supply drive. We would like to thank the businesses and organizations known as our sponsors, Indiana Members Credit Union, Indianapolis Zoo, UPS, IPS, IUPUI, IMPD, IFD, the Mayor's Office on Education



Innovation (OEI), Stuart's Household Furniture Moving and Storage, Inc., Teachers' Treasures, The Mind Trust and Indiana Members Foundation. We would also like to thank the 130+ companies that participate by collecting supplies and cash donations year after year as well as our 350+ volunteers that come to the warehouse to help us sort, count and pack boxes after the supplies are received to send to each of the IPS and Mayor-Sponsored Charter Schools. This event will give the media a chance to view the entire warehouse process and see the generous donations from our community. We are excited to be able to assist children throughout Central Indiana by providing them with these necessary school supplies and want to thank everyone in the community for their support."

WHO SHOULD ATTEND:

Media guests are welcome for tours of the warehouse and for photo and video opportunities. This event is not open to the public.

WHEN:

Friday, July 26, 2019
9:00 am – 10:30 am

WHERE:

Indy BackPack Attack Warehouse
1830 W. 16th Street
Indianapolis, IN 46202

ABOUT INDY BACKPACK ATTACK:

Since 1999, Indy BackPack Attack has formed strategic community collaborations with Central Indiana organizations and businesses and has made it our mission to collect school supplies to provide children the tools they need to succeed in school. Indy BackPack Attack has partnered with the United Way of Central Indiana on school supply drives in the surrounding counties. For more information, please visit Indy BackPack Attack online at www.indybackpackattack.org. Like us on Facebook and follow us on Twitter @BackPackAttack.

MEDIA CONTACT:

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