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FOR IMMEDIATE RELEASE

## **Desperate for Diapers: Miami Diaper Bank’s “2,000,000 Diaper Challenge” is on!**

*Prevent Infections, Loss of Work and Child Neglect with Diaper Donations Impacting Families from Palm Beach to Monroe Counties*

**South Florida - July 2019** – The [Miami Diaper Bank](http://www.MiamiDiaperBank.com) (MDB) announces Miami’s first ever “Diaper Challenge” to help complete their goal of two million diaper donations for needy families desperate for diapers. With a monthly supply of diapers costing on average \$100-\$120, and not covered by government assistance, the MDB campaign creates a safety net that leads to better health and well-being of South Florida families. The organization is the first and only diaper bank in Miami dedicated to collecting and distributing clean diapers to children in poverty. To reach their goal of collecting two million diapers in South Florida, organizers aim to raise 100,000 diapers between now and September to coincide with [National Diaper Need Awareness Week](#).

“Most people have no idea that something as basic and necessary as a diaper is not covered by programs like food stamps or WIC, which means families living in poverty often struggle to provide this very basic necessity,” said Gabriela Rojas, executive director of Miami Diaper Bank. “If you’ve ever taken for granted the ability to buy diapers, take a moment to really think through how you would have handled a situation when your diaper supply was extremely low or worse, non-existent. Miami Diaper Bank wants to ease that concern for thousands of parents!”

More than 125,000 low-income families in South Florida struggle with “diaper need” every day. For some it means choosing between food or diapers. For others, it means foregoing work since they don’t have the required full day supply of diapers to leave with their child at a daycare center. It’s a dangerous tradeoff since unchanged diapers can lead to rashes, infections and worse. This is where MDB comes in. MDB currently assists nearly 30 homeless shelters, government agencies and foster care homes in Miami, Broward, Palm Beach, Collier, Lee and Monroe Counties.

MDB has been working towards the two million donation mark for five years now, collecting 1.9 M diapers thus far through grassroots events, donations and partnerships with child

organizations. This campaign is the last mile towards meeting that goal and firmly establishing the organization as the leading provider of diapers to South Florida families in need.

### **HOW TO DONATE**

- Take your unused and unopened packages of diapers to one of 15 dropoff locations around South Florida, including [Nicklaus Children's Hospital, where they are hosting a "Donate-A-Diaper Summer Drive"](#).
- Purchase diapers directly through their [Amazon Wishlist](#) or make a monetary donation on their website so they can purchase diapers with their special discount.
- Host a diaper drive or other event to collect diapers.

Miami Diaper Bank is a local nonprofit started by a middle school student in 2013, who had a dream to make a difference in the lives of children in his community. The organization received national recognition for its Hurricane Irma disaster relief campaign which distributed over 1,000,000 diapers to the littlest victims of the natural disaster and expanded the organization from serving families in Miami to now six counties in South Florida. With support from local organizations such as The Children's Trust and [The Miami Foundation](#), as well as cross-country support from Baby2Baby, Miami Diaper Bank has been able to continue to grow and support even more families in our community.

For more information <http://www.miamidiaperbank.com>.

**About Miami Diaper Bank:** Founded in 2013, the Miami Diaper Bank is a 501(c)(3) non-profit organization and first established diaper bank in Miami. The Miami Diaper Bank's mission is to collect and distribute diapers and other diaper related products to low-income families and their children, while also raising awareness about the need for diaper donations in the South Florida area. Community partners include Lotus House, Chapman Partnership, Miami-Dade and Monroe Healthy Start Coalitions, Florida Health Department of Palm Beach County, Jack and Jill Broward, and Cope Center North. Miami Diaper Bank has raised over 1.9 million diapers since it was established.

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