



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE 8/8/16:**

### **Annual Drive Will Provide 1,400 Backpacks to Child Center Programs**

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#### **NEW YORK, NY –**

The Child Center of NY is once again partnering with the High Water Women Foundation to provide much-needed school supplies to metro area children. Last year, 18 Child Center programs were gifted from HWW a total of 1,348 backpacks containing crayons, glue, folders, and other treasured items.

Since the Drive was created 12 years ago, through the generous donations of individuals and corporations predominantly in the financial services sector, High Water Women has provided over 108,000 children with backpacks filled with age-appropriate school supplies. More than thirty non-profit organizations and schools, including The Child Center of NY, receive these backpacks and distribute them to the children they serve. Over time, the Drive has grown, as corporations have become more involved in sponsoring related events, allowing their employees to engage with their communities via volunteerism.

On August 17, PineBridge Investments -- a corporate sponsor paired with The Child Center by High Water Women -- is hosting a closed backpack assembly event, in which employees will actually stuff the bags with supplies, at their private offices. The Child Center's CEO and Executive Director, Traci Donnelly, and Board President Dick Jay will kick off the effort by giving short presentations on the organization. Diane Keating of HWW, and Gregory Ehret, PineBridge CEO, will also share some remarks, followed by the assembly of 318 Pre-K and Kindergarten backpacks.

In addition, High Water Women will gift The Child Center of NY with 1,100 Middle School/High School level backpacks.

"Positioning children with the appropriate tools to succeed in school is essential," said Donnelly. "Supplies can be overwhelmingly costly, particularly for families with more than one child in school, and a new bookbag could mean all the difference in motivating a student to learn. We are so grateful to PineBridge and particularly to High Water Women, for once again providing these much-needed backpacks to the families we serve."

Janice Abert, a member of the HWW Board and Chair of the Backpack Drive, said, "Thanks to some very generous donations and the expanded participation of many corporate groups, we've been able to exceed our goals and provide the tools needed for over 20,000 children to start school ready to learn."



**About The Child Center of NY:** The Child Center of NY's mission is to strengthen children and families with skills, opportunities and emotional support to build healthy, successful lives. Founded in 1953, it is a multiservice organization that annually reaches more than 26,000 children from birth through young adulthood at more than 50 school and community locations. The Child Center works in four main program areas: early childhood education; behavioral health; prevention and family support; and youth development. The Child Center is based primarily in Queens but also serves children and families in Brooklyn and Manhattan. To learn more, please visit [www.childcenterny.org](http://www.childcenterny.org).

**About High Water Women Foundation:** High Water Women Foundation is a philanthropic organization dedicated to the economic empowerment of women and youth through programs in financial literacy, micro-finance and impact investing. For more information, visit [www.highwaterwomen.org](http://www.highwaterwomen.org)

