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League sponsors Diaper Drive

Feb 14, 2017



Event to Help South Georgia Families in Need

VALDOSTA — The Valdosta Junior Service League sponsors Luvs & Hugs Diaper Drive to benefit Second Harvest of South Georgia.

The event, the first of its kind in Valdosta, runs Monday, Feb. 13 through Friday, Feb. 24. Area businesses and organizations are invited to participate in the friendly competition which is aimed at helping provide diapers to families in need in the Valdosta area, according to a press release.

Nearly one-third of the 400,000 Georgia children younger than age of three live in poor or low-income households. Diapers can cost up to \$80 per month, with babies needing eight to 10 diapers per day, according to the press release.

Without a stable and affordable source of diapers, infants and toddlers cannot stay clean, dry and healthy. Lack of diapers can prevent participation in early childhood education programs, according to organizers.

“Diapers can be quite expensive and are a luxury that many struggling families cannot afford,” said Eliza McCall of Second Harvest. “We are excited about this creative campaign and the positive impact it will have on South Georgia’s young families.”

How does the Luvs & Hugs Diaper Drive work? Each diaper is one point. (Pack of 24 diapers? That’s 24 points.)

The business with the most points – in other words, the most donated diapers – by 5 p.m. Friday, Feb. 24, wins the competition, according to the press release.

The Valdosta Junior Service League is awarding \$500 to the winning business to donate to a charity of choice. The winner will be announced Saturday, February 25.

Interested businesses and organizations should visit www.vjssl.org for more information and to register. A VJSL member will get in touch to coordinate delivering the donation box, diaper point tally, pick up and drop off to Second Harvest of South Georgia, according to the press release. Second Harvest will distribute the donated diapers to those in need in the South Georgia area.

“We wanted to help as soon as we learned of the constant need for diapers at Second Harvest. The diaper drive taps into our area’s competitive spirit, while providing a fun way to give back to the community,” said Bonnie Skinner, Luvs & Hugs Diaper Drive chairman.

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