



## **MEDIA ALERT**

### **Small Business Council of Rochester 2019 Backpack Give Back Program**

**Overview:** The Small Business Council of Rochester is excited to kick-off our fourth annual **SBC Cares Backpack Give Back program!** With an overwhelming 52% of children in Rochester area living in poverty, the purchase of school supplies will be a financial burden. This year's **SBC Cares Backpack Give Back program** has a goal of providing 1,500 students with backpacks filled with school supplies for the upcoming year to help ensure these children have the supplies they need to succeed in the classroom.

#### **Fast Facts:**

# of Companies participating: **70+**

# of Volunteers: **30+**

# of Backpacks/Money Donated in 2018: **1,200 backpacks distributed**

Cash Value of Donated Backpacks: **\$55,600**

#### **Dates/Times for Media Coverage:**

**Backpack Collection Day/Time: August 7, 2019 – 11 a.m. and 5 p.m.**

Companies/donors will be dropping off their filled backpacks at:

**RW Dake Construction, 100 Bluff Dr., East Rochester, NY 14445**

On August 8<sup>th</sup>, volunteers from the SBC will deliver the backpacks to more than 14 local organizations in the Rochester area that will distribute the backpacks to children in need.

#### **Media Contacts:**

**Jayni Woods, Small Business Council of Rochester, 585.256.4619**

**Jim Dennis, SBC Board Member, 585.329.4512**