



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

*****Media Alert/Photo & Video Opportunity*****

Backpack Outreach Event to Help Deserving Families

Annual YMCA Backpack Outreach Event to provide free backpacks stuffed with school supplies to 1,100 Greater Brandon area families in need.

WHAT: Each summer, the [Tampa Metropolitan Area YMCA](#) teams up with the Emergency Care Help Organization (ECHO) to help pre-qualified Greater Brandon area students, in grades K-12, with backpacks stuffed with essential supplies for the school year. The YMCA Backpack Outreach Event is designed for pre-registered families facing financial hardship or recovering from job loss, fire or another qualifying emergency.

This year, the goal is collect 1,100 donated backpacks and fill them with age-appropriate school supplies for each pre-registered child. During the event, each family will also receive free healthy snacks, health screenings, insurance signups, crafts and fun activities.

A \$20 donation helps send one student back to school with a backpack full of school supplies. Community members can also donate backpacks, pocket folders, college-rule paper and wide-rule paper. Drop-off locations are [YMCA Camp Cristina](#), [Campo Family YMCA](#) and [North Brandon Family YMCA](#). Checks can be made out to Campo YMCA and should reference "backpack event."

WHEN: Saturday, July 29th, 9 – 11 a.m. / open to pre-registered families only

WHERE: [YMCA Camp Cristina](#)
9840 Balm Riverview Road
Riverview, FL 33569

WHY: The Tampa YMCA is committed to giving students the supplies they need in order to succeed in school. Thanks to ECHO and other community partners, the Tampa Y is able to provide more children the opportunity to start school with the resources to be successful. It's part of the Y's efforts to close the academic achievement gap between children from lower-income households and their middle/upper-income peers.

CONTACT: Qualified families can register by contacting Kavita Marballi at Kavita.Marballi@tampaymca.org or 813-684-1371 ext. 1606. Media members can contact Lalita Llerena at Lalita.Llerena@tampaymca.org, 813-224-9622 ext. 1240 or 813-545-7772.

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About the Tampa Y

The Tampa Metropolitan Area YMCA is a cause-driven [4-star charity](#), strengthening Hillsborough and East Pasco communities for 128 years, through youth development, healthy living and social responsibility. Across the Association, 18 facilities engage more than 150,000 men, women and children — regardless of age, income or background — to nurture the potential of children and teens, improve our community's health and well-being, and provide opportunities to give back and support neighbors. The Tampa Y has long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. www.tampaymca.org