



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

1,100 Kids to Benefit from Backpack Outreach Event

20th Annual YMCA Backpack Outreach Event to provide free backpacks stuffed with school supplies to 1,100 Greater Brandon area students 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, complimentary vision and dental screenings, fun entertainment, a wood workshop courtesy of Home Depot and free treats from Kona Ice of Valrico.

WHEN: Saturday, July 28th, 9 – 11 a.m. / registration closed

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: 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