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FOR IMMEDIATE RELEASE

United Way Shoebox Project launches in support of vulnerable populations

Personal care items to be distributed to local children, veterans, elderly, and homeless

SAN ANTONIO, TEXAS (March 7, 2017) – United Way of San Antonio and Bexar County is kicking off its 3rd annual Shoebox Project. Individuals and organizations throughout Bexar County are being asked to donate shoeboxes filled with toiletries, including toothbrushes, toothpaste, lotion, deodorant, soap, shaving cream, etc., which will be distributed to 40 nonprofit partners serving local children, veterans, elderly, homeless and vulnerable populations.

The Shoebox Project will run from March 6 to April 28, 2017, and United Way is seeking the public's help to create 6,000 personal care packages by donating decorated shoeboxes filled with basic-need or emergency-preparedness items.

Interested Shoebox Project supporters also have the option to [purchase a pre-filled shoebox](#) for \$20, donate by texting "ShoeboxUWSA" to 41444, as well as participate in Community Shoebox Build Days at the San Antonio Food Bank on April 8, 22, 26 and May 3 and 10, 2017. Please visit www.unitedwaysatx.org/shoebox for more information.

"The Shoebox Project is a way to put United Way's mission into action by improving the building blocks for a good quality of life for those in need across San Antonio," said Brandyn Moore-Rodriguez, vice president of community relations and volunteer initiatives for United Way. "What many of us take for granted each day -- things like shampoo, soap, or even a comb -- can offer confidence, dignity and hope to someone else," she said.

Thanks to the generosity of San Antonio Shoemakers, empty shoeboxes can be requested from United Way by contacting shoeboxproject@unitedwaysatx.org. [Drop off locations](#) include United Way, San Antonio Food Bank, and the SAMMinistries Donation Station. For individuals, groups or corporate volunteer teams collecting more than 150 shoeboxes, United Way will schedule a [pickup](#) from your location. Or, groups can host a collection party with barrels provided by United Way.

For many in our community, basic comforts such as body soap, band aids, and other personal care items are a luxury. The United Way Shoebox Project is a way to provide essential care products to those in need so they can feel better and live better.

The decorated shoebox lids should be removable for safety inspections. United Way volunteers will conduct a thorough quality control process. To volunteer to help with the Shoebox Project, please click [here](#).

The 2017 United Way Shoebox Project is made possible through the dedication and commitment of sponsors: San Antonio Shoes, San Antonio Food Bank, SAMMinistries, H-E-B Tournament of Champions, Broadway Bank, and the United Way Emerging Leaders Council.

Participating organizations include: Community Bible Church, Frost, Linton Elementary, MacArthur High School, NuStar Energy, SWBC, USAA, Valero, and the Zachry Group.

For additional information about the project and guidelines on the items needed and accepted, please visit, www.unitedwaysatx.org/shoebox, email shoeboxproject@unitedwaysatx.org or call (210) 352-7077.

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