



NEWS RELEASE
For Immediate Release

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UNITED WAY SHOEBOX PROJECT SUPPORTS VULNERABLE POPULATIONS
Personal care items to be distributed to local children, veterans, elderly, and homeless.

SAN ANTONIO, TEXAS (March 5, 2018) – United Way of San Antonio and Bexar County is kicking off its 4th annual Shoebox Project, an official Tricentennial SA300 sponsored event.

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 31 nonprofit partners serving local children, veterans, elderly, homeless and vulnerable populations.

The Shoebox Project will run from March 5 to April 27, 2018, and United Way is seeking the public's help to create 6,300 personal care packages by donating decorated shoeboxes filled with basic-need or emergency-preparedness items.

Nonprofit partners receiving boxes will distribute "Happy Boxes" to children in emergency shelters, long-term group homes, young sex trafficking victims, wards of the state, needy families, abused women and children, troops in need, local teens, lonely seniors and many others.

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 Volunteer Days (filling shoeboxes) at the San Antonio Food Bank on March 31, April 14 and 25, and May 2 and 5. 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 shoeboproject@unitedwaysatx.org. For individuals, groups or corporate volunteer teams collecting more than 150 shoeboxes, United Way will schedule a [pickup](#) from your location.

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 and United Way of San Antonio and Bexar County.

Participating organizations include: CUNA Mutual Group, SWBC and Valero Energy.

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

About the [Shoebbox Project](#): Individuals and organizations throughout Bexar County are donating shoeboxes filled with toiletries, including toothbrushes, toothpaste, lotion, deodorant, soap, shaving cream, etc., which will be distributed to nonprofit partners serving local children, veterans, elderly, homeless and vulnerable populations. The project runs from March 5 to April 27, 2018, and United Way will create 6,300 personal care packages. Volunteers gather at the San Antonio Food Bank to help count and manage shoeboxes filled with basic-need or emergency-preparedness items. Visit www.unitedwaysatx.org/shoebbox, email shoeboproject@unitedwaysatx.org or call (210) 352-7077.

About [The Volunteer Center at United Way](#): The Volunteer Center at United Way engages volunteers for a variety of community projects including: the Raul Jimenez Thanksgiving Dinner, H-E-B Annual Feast of Sharing, Martin Luther King Day, natural disasters (hurricanes, floods, fires), and hundreds of non-profit and civic events

during the year. The Volunteer Center also coordinates Days of Caring, organizing volunteers to participate in city-wide community service projects across Bexar County; and the annual Volunteer of the Year Awards.

About the [San Antonio Tricentennial](#): In 2018, San Antonio and Bexar County will commemorate its 300th anniversary: a rare, historic event that will be remembered for generations. The Tricentennial Commission, a public nonprofit, leads the way in celebrating and commemorating our 300 years by developing a year of educational, artistic, and entertaining events. As San Antonio takes the world's stage, key initiatives include: History & Education, Arts & Culture, Community Service, and Commemorative Week. The yearlong commemoration will celebrate our memorable past and propel us into our equally remarkable future. You are invited to join our community and be a part of the next chapter in San Antonio's legendary story. Visit www.sanantonio300.org for more information.

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