

FOR IMMEDIATE RELEASE

DATE June 23, 2017



CONTACT

A Precious Child

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Community Invited to Participate in A Precious Child's Fill A Backpack Drive to Prepare a Child in Need for School

DENVER, CO (June 23, 2017) — A Precious Child, a local nonprofit providing children in need with opportunities and resources to empower them to achieve their full potential, will host its annual Fill A Backpack Drive beginning June 26, 2017. The Fill A Backpack program is generously supported by: Platinum Sponsor: Guardian Storage Solutions; Gold Sponsors: Cloud Peak Energy, Kinder Morgan Foundation; and Bronze Sponsors: De Paul Real Estate Advisors, St. Paul's United Methodist Church. This program provides backpacks filled with grade-appropriate school supplies to children in need to maximize their academic potential. This year's goal is to serve more than 12,000 children.

Community members can rally behind this cause by hosting a drive or by donating new backpacks, school supplies and funds. A list of drop-off locations throughout the Denver Metropolitan area is posted on the organization's website, please visit: APreciousChild.org/programs/fill-a-backpack. Monetary donations can be made online: <https://donate.apreciouschild.org/fill-a-backpack>

In addition to the community drives, A Precious Child is kicking off its 2nd annual Fill A Backpack Corporate Challenge from June 26 - July 21. Twelve major corporations are competing to see which one can collect the most backpacks, school supplies and funds. Participants include Alliance Data, The Arvada Chamber of Commerce, Checkers Safety Group, Enterprise Holdings, Google, GHX, Guardian Storage Solutions, Key Equipment Finance, Level 3 Communications, Medtronic, The Metro North Chamber, and Oracle. The winners will be announced July 25, and will have the opportunity to attend a distribution day event on August 11 and help fit more than 300 children with their new backpacks. For more information on the corporate challenge, please visit: APreciousChild.org/programs/fill-a-backpack

"Ensuring children in need are equipped with the proper tools to succeed in school is the foundation of our Fill A Backpack program," said Carina Martin, CEO & Founder of A Precious Child. "We know that children with the necessary resources can embrace their education more fully, and that obtaining academic success is an essential element in the fight against breaking the cycle of poverty."

"Last year the GHX team provided over 700 backpacks – we're excited about the opportunity to do that and more in 2017," said Bruce Johnson, CEO of GHX, last year's Corporate Challenge winner. "This program builds self-esteem and gives children the proper tools so they have a great head start as they begin the new school year."

2016 Video of a distribution day: <https://youtu.be/MjBhGxpe7CI>

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About A Precious Child, Inc. - A Precious Child is a 501(c)(3) nonprofit organization that provides children in need with opportunities and resources to empower them to achieve their full potential. A Precious Child provides impoverished Colorado children and families with basic essentials such as clothing, shoes, baby formula, diapers, coats, backpacks and school supplies, sports equipment, and holiday gifts. We work to assist children and families facing difficult life challenges such as abuse, neglect, crisis situations, and poverty. Our core initiatives help build the whole child, in addition to providing basic essentials, we help children and their families navigate community resources, working with schools to strengthen attendance initiatives, and providing services and resources to agency partners to strengthen their impact. Since 2008, A Precious Child has provided opportunities and resources to more than 182,000 children and their caregivers. A Precious Child serves eight counties surrounding the Denver Metro area, including: Arapahoe, Adams, Boulder, Broomfield, Denver, Douglas, Jefferson, and Weld Counties. For more information or to schedule a tour, call 303.466.4272, or visit APreciousChild.org.

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