

**Event Advisory  
FOR IMMEDIATE RELEASE**

**Community Leaders, Supporters and Volunteers to prepare thousands of backpacks for Ottawa children in need**

You're invited to join the Caring and Sharing Exchange (C&SE), the Deputy Mayor, several MPP's and City Councillors, corporate supporters, and dedicated volunteers as they come together **Tuesday, August 13<sup>th</sup>, 2024 to fill thousands of backpacks** for children from families in need. Carlingwood Mall has graciously donated the space for program delivery and this event.

**August 13<sup>th</sup>, 2024, Ottawa, ON** – For the 2<sup>nd</sup> year in a row, the Caring and Sharing Exchange saw an overwhelming increase of over 30% in requests for assistance from families in Ottawa—**their goal is to serve all 5,489 children on their list**. The backpacks being prepared at the Exchange's backpack-packing day will be distributed later in the week, so children in need can begin school ready to learn.

"We are still working hard to provide for our current waitlist of 29% of the children registered," says Executive Director Cindy Smith. "With help from our generous community, we're hoping we'll be able to serve every child on our list, despite the overwhelming increase in need."

**EVENT DETAILS:**

**What:** Staff, volunteers, corporate supporters, and other city officials prepare backpacks to be distributed to families in need across Ottawa.

**Where:** Carlingwood Shopping Centre, 2121 Carling Avenue (Unit 31) Ottawa, ON

**When:** Tuesday, August 13th from 10 a.m. to 12 p.m. – *City Officials are expected to arrive around 11:00 a.m.*

**Goal:** With one in five Ottawa families experiencing poverty, the Sharing in Student Success program helps provide relief and dignity to Ottawa children in need, so they can start the school year on an equal footing with their peers.

**Help us meet the growing need for back-to-school assistance!**

Thank you so much to the Caring and Sharing Exchange's generous sponsors and donors who have made it possible for thousands of children to receive a backpack and school supplies this year. Ottawa is such an incredibly generous city, and we know, with the community's help, no child will be left behind this year.

If you would like to help, **please make an online donation at [www.CaringandSharing.ca](http://www.CaringandSharing.ca) or by calling 613-226-6434.**

**About the Caring and Sharing Exchange**

The Caring and Sharing Exchange helps Ottawa families facing economic hardship during the Christmas and back-to-school seasons. The Coordination Service verifies the names of clients registered by hundreds of local agencies to eliminate duplicate applications, redistributing funds to help as many individuals and families as possible.

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**For more information, please contact:**

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