MEDIA SCHEDULE: Zip Code 38126 Back to School Project: Two schools, 900 backpacks

Almost 100 volunteers will fill 900 backpacks for distribution to students at Booker T. Washington School (BTW) and LaRose Elementary School during the 3rd Annual Zip Code 38126 Back to School Project.

The project will begin Wednesday, October 3, 2018 at Booker T. Washington School (BTW), 715 S. Lauderdale St., 9 a.m. to 1 p.m. and then move to LaRose Elementary, 864 Willoughby St., 1:30 p.m. to 2:30 p.m.

Each backpack will include school supplies and a resource packet for parents and guardians to connect them to health and wellness amenities, financial literacy programs, and many other services provided by Women's Foundation for a Greater Memphis (WFGM) grantee and community partners.

PHOTO/INTERVIEW OPPS

Booker T. Washington School
715 S Lauderdale St, Memphis, TN 38126
9:00-11:30 a.m. 100 Volunteers fill backpacks
11:45 a.m. FedEx Truck arrives for loading of 400 backpacks to go to LaRose Elementary
12:30-12:50 p.m. Students are in auditorium, Back to School Project Program
1:00 p.m. Students receive backpacks
(They line up while music plays and high five volunteers as they receive the backpacks.)

Program Speakers:
FedEx Representative
Shelby County Schools- Dr. Antonio Burt, Chief Academic Officer
WFGM - Ruby Bright, Executive Director/CAO
BTW-Alisha Coleman-Kiner, Principal

LaRose Elementary School
864 Willoughby St, Memphis, TN 38126
1:45 p.m. Students are in auditorium, Back to School Project Program
2:30 Students receive backpacks
(They line up while music plays and high five volunteers as they receive the backpacks.)

Program Speakers:
FedEx Representative
Shelby County Schools- Dr. Angela Whitelaw, Assistant Superintendent
WFGM - Ruby Bright, Executive Director/CAO
Memphis Housing Authority—Marcia Lewis, CEO
LaRose—Veronica Parrish, Principal
The Zip Code 38126 Back to School Project also aligns with the five goals of the Vision 2020 Strategic Plan to reduce poverty by five percent in zip code 38126, the poorest area in the city of Memphis. WFGM is in the third year of Vision 2020, and has invested $3.5 million of a nearly $10 million commitment to 38126 in case management, employment training, early childhood education, youth development, and financial literacy.

The WFGM Zip Code 38126 Back to School Project presenting sponsor is FedEx. Supporting sponsors are Memphis Housing Authority, Memphis Health Center, Score CDC, School Seed, Shelby County Schools and Urban Strategies, Inc.

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For 23 years, The Women’s Foundation for a Greater Memphis (WFGM) has played a major role as a backbone organization aligning people, resources, and coordinating community-based services through the two-generation approach. WFGM is an organization of women helping women break the cycle of poverty through philanthropy, leadership and collaboration.