

FOR IMMEDIATE RELEASE
July 28, 2017



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****MEDIA ADVISORY****
NCJW|LA TO HELP 500 KIDS IN-NEED AT BACK 2 SCHOOL STORE
SUNDAY, JULY 30

WHERE: On Sunday, July 30, the National Council of Jewish Women|Los Angeles Section (NCJW|LA) will host their third [Back 2 School Store \(B2SS\)](#), a special opportunity for children in-need to "shop" for brand new clothing and school supplies to start the school year.

Accredited media are invited to attend and capture the event. Spokespeople from NCJW|LA and other organizations will be on hand to speak about the event and provide walk-throughs.

Each child is escorted throughout the department-store-like space to select pants, shirts, sneakers, undergarments, a sweatshirt, and a backpack in their favorite colors and styles. Each child also receives school supplies including notebooks, pencils, markers, paper, and a backpack. For more information, [click here](#).

WHO: **Back 2 School Store** is sponsored by the National Council of Jewish Women|Los Angeles. Children who participate in the **Back 2 School Store** are clients of and/or receive services from NCJW|LA and our community partners. All of the merchandise is brand new, purchased or donated by NCJW|LA.

WHEN: Sunday, July 30
10 a.m.

WHERE: NCJW|LA Council
543 N. Fairfax Avenue
Los Angeles, CA 90036
**Please proceed to the volunteer table to check in upon arrival

CONTACT: Carrie Jacoves, NCJW|LA

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About NCJW|LA

The National Council of Jewish Women (NCJW) is a grassroots organization of volunteers and advocates committed to the welfare and well-being of the Los Angeles Community. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms. NCJW|LA serves more than 12,000 individuals through our Community Mental

Health and Supportive Services, Scholarships, Council Talkline, Youth Educational Programs and Services, Back 2 School Store, intern training programs and our clothing assistance projects. NCJW|LA social justice programs provide education and legislative advocacy on issues that affect and impact women, children and families in the areas of children's rights, economic justice, healthcare, human trafficking, immigration reform, reproductive justice, LGBTQ+, and gender related violence. All donations to our 8 Council Thrift Shops support the programs and services of NCJW|LA. NCJW|LA is a 501(c)3 nonprofit organization (Tax ID #95-1641433). **Donate Today to Council Thrift (800) 400-6259. To Get Help Call (877) 655-3807 or for more info visit www.ncjwla.org, call (323) 651-2930, or email info@ncjwla.org.**