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## NCJW|LA TO HELP 500 KIDS IN-NEED PREPARE FOR SCHOOL IN STYLE AT NCJW|LA'S THIRD ANNUAL BACK 2 SCHOOL STORE

LOS ANGELES (July 24, 2017) - The National Council of Jewish Women|Los Angeles ([NCJW|LA](http://ncjwla.org)) is pleased to announce their third annual [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. The one-day event will take place Sunday, July 30, at NCJW|LA's Council House located at 543 N. Fairfax Ave. The participants are invited, in advance, through various community organizations to shop and NCJW|LA is looking for volunteers to help on July 30.

"The Back 2 School Store is a nice boost we can give a lot of kids to start the school year," says Pamela Brown, Vice President of Youth Educational Programs and Services. "It's not just about giving them a shirt, but giving them something special that they can feel proud of."

On the day of the event, NCJW|LA is looking for adult volunteers to help kids select the items they need to succeed in the school year to come. 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, and paper. All of the merchandise is brand new, purchased or donated by NCJW|LA.

"The Back 2 School Store is an important part of our mission to pursue justice in our community through Tzedakah, based on our belief that all children are entitled to start the school year with confidence and enthusiasm," says Rachel Resnick, NCJW|LA's Director of Youth Educational Programs and Services.

For more information about volunteering on July 30, and to learn about other ways to participate in the **Back 2 School Store** such as donating items or sponsoring a child, please visit: [www.ncjwla.org](http://www.ncjwla.org).

The **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 their community partners. **All children must be enrolled for this program.**

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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](http://www.ncjwla.org), call (323) 651-2930, or email [info@ncjwla.org](mailto:info@ncjwla.org).