

PHOTO RELEASE

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FOR IMMEDIATE RELEASE:

Capital Area United Way's Women United and The Life of a Single Mom Distribute Fresh Produce and Resources to Over 300 Single Mothers

Baton Rouge, La. (July 23, 2020) – Capital Area United Way's Women United, an affinity group of Capital Area United Way, partnered with The Life of a Single Mom to distribute fresh produce boxes and other items to single mothers throughout the Capital area. Many of the single mothers in the area are part of the ALICE (Asset Limited, Income Constrained, Employed) population and are adversely impacted by the pandemic.

"When we lend a hand to our neighbors in need, our entire community is uplifted," said Charlene Montelaro, Project Chair of Women United-United We Feed. "The healthy produce, gift cards, and educational materials we distributed will have a tremendous impact on the lives of these single mothers and their children. It is our honor to serve them."

"Single moms are often working two jobs and juggling endless demands with little help. This partnership ensures families can eat healthy for at least a week, while receiving life skills education classes to focus on long-term success in these families," said Jennifer Maggio, CEO, The Life of a Single Mom.

Items that were distributed include Capital Area United Way resources for 211 and FamilyWize prescription cards; The Life of a Single Mom information; personal protective equipment such as masks and hand sanitizer, generously donated by ExxonMobil; learning kits from Big Buddy Program; fresh produce from Top Box Foods; gift cards by Associated Grocers, Shell; Calandro's, Raising Cane's, and Sauce and Bones; and, clothing from Versona.

The ALICE population are those working residents that are struggling to make ends meet, have little or no savings and are one emergency away from falling into poverty. Donations to the Women United-United We Feed project can continue to be made at www.cauw.org/freshfood.

****Photos Attached***

Captions:

Photo 1: Volunteers and staff who assisted in the distribution for Women United-United We Feed.



Photo 2: (L to R): Aaron Kallhoff, Assistant Coach to LSU Women's Basketball; George Bell, President and CEO of Capital Area United Way; Mayor-President Sharon Weston Broome; D-D Breaux, Head Coach of LSU Gymnastics; and, Nikki Fargas, Head Coach of LSU Women's Basketball.

Photo 3: LSU Women's Basketball Head Coach Nikki Fargas greets a single mother during the distribution. *Photo credit: LSU Athletics Department*



Photo 4: LSU Women's Basketball Assistant Coach Aaron Kallhoff places items into a vehicle while LSU Gymnastics Head Coach D-D Breaux (center) greets the recipient. *Photo Credit: LSU Athletics Department*



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Capital Area United Way

For more than 95 years, Capital Area United Way has touched thousands of lives in our 10-parish area. We envision a community where everyone is empowered to reach their full potential. Our mission is to solve our community's toughest challenges by leveraging partnerships to advance the common good in education, income stability, and healthy living. To learn more visit www.cauw.org.

Women United

As part of the Gottlieb Society of Capital Area United Way (those who give at a leadership level of \$1,000 or more), Women United seeks to improve the lives of those in the Capital Area with a focus on income stability. Women United is committed to excellence in community service, fundraising, and dedication to the renewal, development and empowerment of its members.