

FOR IMMEDIATE RELEASE

Contact:

Sarah Myers

Sarah.Myers@SMSCommunication.net



Allison Fried

AFried@OneMoreVolley.com

National Nonprofit Undies for Everyone Expands into Atlanta; Will Provide 53,000+ Pairs of New Underwear this Year to Local Students Living in Poverty

Atlanta, GA, Feb. 10, 2022 – [Undies for Everyone \(UFE\)](#), the nation’s only nonprofit to exclusively provide new underwear to underserved children, has expanded into Atlanta, GA supporting local students. Since launching in 2012, UFE has provided more than 2 million pairs of underwear to children in 16 cities across the country. Distribution to youth throughout Atlanta, which ranks 5th in the U.S. for having the most kids living in concentrated poverty, begins next month and will reach more than 7,500 students who will each receive a week’s worth underwear, totaling over 53,000 pairs of undies.

Atlanta has a 77.9 percent high school graduation rate, five percent below the national average, with 35 percent of children living in poverty. When kids have access to new underwear to wear to school, it addresses a basic need that improves social and academic outcomes, including increasing regular school attendance that can help lead to graduation. UFE is partnering with the Atlanta Public Schools’ Homeless Department, Boys and Girls Clubs of America, Child Protective Services, and pediatric mobile units to provide children living below the poverty line in Atlanta with new undies.

Undies for Everyone has two [key programs](#) for community groups and businesses to get involved:

- [Undies for Change](#) – UFE engages businesses and organizations all over the US to roll, pack and deliver UFE supplied underwear to local Boys and Girls Clubs.
- [One Click Undies](#) – Volunteers can host a virtual undies drive. UFE provides volunteers everything needed – linked QR codes, a linked Amazon Wish List, email templates and fillable flyers for printing or sending to other groups.

Underwear insecurity makes everything about the school day harder for students. With the help of volunteers and donors, UFE helps to alleviate the burden of underwear insecurity for children by providing a week’s worth of undies (7 pairs for every child).

Celebrating its 10-year anniversary, Undies for Everyone will distribute more than 1.1 million pairs of underwear across the U.S. this year. And will give more than 53,000 pairs to kids in Atlanta.

To learn more about UFE’s work throughout Atlanta, visit undiesforeveryone.org/cities/atlanta/.

To schedule a time to speak with UFE’s founder Rabbi Amy Weiss, contact afried@OneMoreVolley.com.

#

About Undies for Everyone

Undies for Everyone (UFE) provides children in crisis with new underwear, recognizing the importance of a small basic need as part of their increased chances for long-term success. Founded in 2012 by Rabbi Amy Weiss, UFE has donated more than 2 million pairs of underwear to children in 16 cities across the US. UFE earned a 2022 GuideStar Platinum Transparency Seal. Find UFE at UndiesForEveryone.org. Follow UFE on [Instagram](#), [Facebook](#) and [Twitter](#).