



For Immediate Release

Houston Nonprofit Undies for Everyone to Partner with Clear Channel Outdoor to Raise Awareness of Underwear Insecurity as Students Return to School

Partnership to be Announced with Mayor Sylvester Turner at City Hall on August 5, National Underwear Day

Who: Houston-based nonprofit [Undies for Everyone](#) and [Clear Channel Outdoor](#) are launching a multi-market billboard campaign to raise awareness around the national crisis of underwear insecurity for children living in poverty or crisis throughout the U.S. As the school year kicks off, thousands of students will return to school without clean undies to wear.

To date, Undies for Everyone has distributed more than 2 million pairs of new undies to students across the U.S. and is distributing an additional 1.1 million this year.

As part of the partnership, Clear Channel Outdoor will provide 15 traditional and digital billboards throughout the Houston area highlighting the work Undies for Everyone is doing to help students experiencing underwear security and how the local community can get involved. The campaign is expected to create 31.5 million market impressions.

What: Undies for Everyone and Clear Channel Outdoor will announce the partnership alongside [Houston Mayor Sylvester Turner](#) on National Underwear Day, Friday, August 5. The purpose of the campaign is to bring awareness of the needs of the underserved community especially as back to school is near.

When: **1:30 p.m., Friday, August 5, 2022**

Where: Houston City Hall
901 Bagby St., Legacy Room, First Floor

To attend, please **RSVP** to Lee Vela at leevela@clearchannel.com.

About Undies for Everyone

Undies for Everyone (UFE) provides underwear to underserved students recognizing the importance of this basic need for a child's social and academic success leading to graduation. UFE is the only nonprofit to exclusively address this critical gap that is overlooked by other organizations working in the poverty space. Founded in 2012 by Rabbi Amy Weiss, UFE has donated more than 2 million pairs of underwear to children across the country. Distribution partners include Boys and Girls Clubs, school district homeless departments, Child Protective Services, and mobile pediatric clinics in 16 cities across the U.S. UFE is proud to carry a GuideStar Platinum Transparency Seal. Find UFE at UndiesForEveryone.org. Follow UFE on [Instagram](#), [Facebook](#) and [Twitter](#).

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