

For Immediate Release

Contact: Evin Willman, 241-6309  
Cell: 655-7085; [ewillman@willmanco.com](mailto:ewillman@willmanco.com)

**Dignity U Wear's 2009**  
**"Undie Sunday & Undie Monday" Campaign**  
**Begins February 2<sup>nd</sup>**  
**--Community-wide Drive Collects New Underwear for Children--**

Jacksonville, FL (January 16, 2009) – For the fourth consecutive year, Dignity U Wear, the Jacksonville-based nonprofit that provides brand new clothing to men, women and children in need, is getting ready to launch the “Undie Sunday and Undie Monday” campaign, its annual, community-wide drive to collect desperately needed **new** underwear for children, announced Executive Director, Bob Bryan.

Drop-off for the donations collected by groups during the drive will be held on Undie Sunday—March 15, 2009—for faith-based organizations, and on Undie Monday—March 16, 2009—for businesses, schools and civic groups at the Dignity U Wear warehouse, 136 N. Myrtle Avenue.

“This event helps us accumulate an inventory of new underwear for boys and girls—items we never have enough of—to meet the needs of our recipient agency network with new clothing for their clients,” said Bryan. “In addition, it provides a fun but important activity for groups throughout our local community and around the country as well as an opportunity to learn more about Dignity U Wear and the work we do locally and nationwide.”

According to Bryan, this year’s campaign will feature a new opportunity for individuals and groups to raise sponsorship funds as part of their collection efforts and a more festival-like atmosphere for both collection days. Many special events have also been planned, including a golf tournament on March 9<sup>th</sup> held by Communications Solutions, Inc. (CSI) and the “Undie 500,” a road rally being held for the second consecutive year by the Sunshine Mini Cooper Association, on March 7<sup>th</sup>.

Since 2006, Undie Sunday & Undie Monday has generated more than 275,000 pieces of children’s underwear that have been distributed to families in need on the First Coast and all around the country. The organization hopes to recruit groups that have participated previously as well as additional groups on a nationwide basis in order to collect another 150,000 pieces during the 2009 campaign.

For the first time, Deutsche Bank has signed on as the campaign’s Presenting Sponsor. Channel 4—*The Local Station*, will once again serve as media partner, with Meteorologist Richard Nunn taking the lead as spokesperson for Undie Sunday Undie Monday. Nunn will help promote the drive and make personal appearances at many of the campaign’s events. Other returning sponsors include Stein Mart and The Design Lounge.

Beginning February 2<sup>nd</sup>, information and campaign materials will be distributed for representatives of participating groups between 10:00 AM and 2:00 PM at different Stein Mart locations: Monday, Feb. 2 – Baymeadows Rd. & 9A; Tuesday, Feb. 3 – Fleming Island –1514 County Road 220; Wednesday, Feb. 4 – Beaches—South Beach Regional Shopping Center (3818 3rd Avenue S.); Thursday, Feb. 5 – 4399 Roosevelt Blvd. (corner of San Juan) and Friday, Feb. 6 – San Jose Blvd—Riverplace Shopping Center (S. of I-295).

Groups can get more information or sign up to participate in campaign at the Dignity U Wear Web site: [www.dignityuwear.org](http://www.dignityuwear.org).

Dignity U Wear distributes brand new clothing it receives from manufacturers and retailers through a network of nonprofit social service agencies throughout the United States. Dignity U Wear is the only nonprofit organization dedicated to receiving, warehousing and distributing brand new clothing to people in need at absolutely no cost to them. Since it was founded in 2000, the organization has provided more than 4.4 million pieces, valued at \$71 million, to more than 354,000 people. For additional information, visit the Web site noted above or call (904) 636-9455.

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