



For Immediate Release

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2007 “Undie Sunday & Undie Monday” Campaign Kicks Off with a “Jamming” Start --Community-Wide Drive Collecting New Underwear for Children--

Jacksonville, FL (February 2, 2007) – Dignity U Wear, the locally-based national nonprofit that distributes brand new clothing to people in need, kicked off its second annual “Undie Sunday” and “Undie Monday,” drive to collect brand new children’s underwear yesterday. The drive will culminate on Undie Sunday, March 11th, and Undie Monday, March 12th when faith groups, businesses, nonprofits, civic groups and school groups turn in the children’s underwear they collect during the six-week campaign.

“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 Jim Diehl, Executive Director. “In addition, it provides a fun but important activity for groups throughout the community and an opportunity to learn more about Dignity U Wear and the work we do here in Northeast Florida and around the country.”

Last year, the first Undie Sunday & Undie Monday campaign generated more than 73,000 pieces of underwear and more than 200 groups participated in the effort. Dignity U Wear hopes to recruit at least 300 groups to collect 100,000 pieces during the 2007 campaign. More than 100 people participated in the kickoff at WJCT Studios, where they were entertained by the preschoolers from Community Connections (a recipient agency) and provided with the materials needed to run the drive in their organization—collection bags, posters, buttons, etc. Jerry Williams, star of the new ABA franchise, the Jacksonville JAM and Honorary Chair of the Undie Sunday/Undie Monday campaign, was on hand at the kickoff to encourage participants to have fun with the drive and to get others involved.

Faith groups, businesses, civic and school groups may still sign on to participate in the Undie Sunday & Undie Monday drive by downloading the Sign-Up Form on www.dignityuwear.org. Arrangements will be made to get the participation materials to all. For more information, interested parties can call (904) 636-9455.

Several special events will play a large role in this year’s campaign:

- **February 2--Undie Sunday & Undie Monday/Dignity U Wear night with the Jacksonville JAM,** at UNF Arena—7:00 PM. The JAM takes on their rival, the Miami Tropics. Bring a package of kids’ underwear and get 25% off your game tickets. Jerry’s brother, Jaguar Rashean Mathis, will be the “11th Man” that evening which means he’ll suit up and practice with the team (and will also be wearing the US/UM logo!). The team mascots, the JAM Squad, will wear the outfits, too! Dignity U Wear will staff a table with information and a collection “shoebox” that will allow fans to drop their change and bills into shoes belonging to Artis Gilmore, Jerry Williams and Rashean Mathis! Bring your friends, family and underwear and let’s play ball!

- **February 24 & 25--** It's Undie Sunday & Undie Monday Days at the Jacksonville Zoo & Gardens! 9:00 AM – 5:00 PM each day. Reduced priced admission will be available on both days with the donation of a pack of underwear. Bring the family, have a great day and be a part of the Undie Sunday & Monday drive.
- **March 15--**Join 88.1 The Promise Radio at The Veteran's Memorial Arena for the Chris Tomlin concert, with Louie Giglio & Matt Redman.7:00 PM. The Promise is asking concert-goers to share the love and bring a package of children's underwear to drop into collection bags as they enter the event.

For the second year, WJXT Channel 4 is the media partner for the campaign. Other sponsors of the 2007 Undie Sunday & Undie Monday campaign include Stein Mart, C&H Printing, The Design Lounge, The Community Foundation, ATS Services, Zurich Insurance Services, Northrup Grumman and Wells Fargo Home Mortgage. A complete list of partners and participants to date can be found at www.dignityuwear.org.

Dignity U Wear was founded in 2000 to provide new socks and underwear to the homeless. The nonprofit organization expanded rapidly and now distributes brand new clothing of all types to men, women and children through 260 nonprofit recipient agencies in 31 states. Seventy agencies in the Dignity U Wear network are located in Northeast Florida. Since it began, the organization has donated 2 million pieces of clothing, valued at \$32.6 million, to more than 200,000 people.

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