



## Information!

- What:** A North Florida community-wide effort by Dignity U Wear to collect brand new underwear for children in need.
- Who:** Faith groups, businesses, civic groups/organizations and schools.
- When:** Undie Sunday: March 15, 2009 Undie Monday: March 16, 2009
- How:** Each participating organization will run a 6-week campaign to collect Brand New Underwear for boys & girls. Each organization will appoint a "Campaign Captain" to run the campaign for their group. Each Captain will receive a Campaign Kit including guidelines, activity ideas, collection bags, posters & buttons.
- New for 2009:** A fundraising component has been added to the Undie Sunday Undie Monday campaign. Individual participants will have access to a simple electronic tool to request sponsor support for each piece they collect or to reach a specific dollar amount goal. The funds raised will allow Dignity U Wear to continue to provide brand new underwear and clothing to men, women and children in need all year round. Prizes for different levels of underwear collection and fundraising will recognize efforts at the end of the campaign.

### Benefits of Participation:

- Help children in need.
- A worthwhile group activity.
- Recognition—participating organizations will be listed in news releases and media kit materials as well as on the Dignity U Wear web site—[www.dignityuwear.org](http://www.dignityuwear.org) and collection and fundraising efforts will be recognized at the end of the campaign

### Kickoff/Campaign Materials

**Distribution:** February 2-6, 2009:

#### Places:

Stein Marts at these locations on these dates:

Feb 2 – Baymeadows Rd. & 9A

Feb 3 – Fleming Island-- 1514 County Road 220

Feb 4 – Beaches—South Beach Regional Shopping Center (3818 3rd Avenue S.)

Feb 5 – 4399 Roosevelt Blvd. (corner of San Juan)

Feb 6 – San Jose Blvd—Riverplace Shopping Center (S. of I-295)

#### Time:

10:00 AM – 2:00 PM each day

#### Key Dates:

February 2-6, 2009 – Campaign Kick-off and Materials Distribution

February 20, 2009 – Mid-campaign media update

March 15, 2009 – Undie Sunday Drop-off for faith groups

March 16, 2009 – Undie Monday Drop-off for businesses, civic groups/organizations and schools

### Media Partner & Sponsors:

WJXT Channel 4, *The Local Station*. Fidelity Investments, The Design Lounge, Stein Mart

### About Dignity U Wear:

Dignity U Wear is a Jacksonville, Florida based national nonprofit that distributes brand new clothing to men, women and children in need. The clothing is distributed 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.

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