



Back-to-School Drive Helps Children in Need Make the Grade

WINNETKA, August 1, 2008 - New Trier Township is launching a Back-to-School drive. The Township sponsored effort provides a discount store gift card to help families who are struggling financially purchase required school supplies and needed clothing for their school age children.

“For most children in New Trier Township, the time to go back to school is one of excitement and anticipation,” noted Patricia B. Cantor, Supervisor. “For others, it is a time of anxiety — because their families cannot afford to buy them new clothes, shoes, and basic school supplies.”

The National Retail Federation’s 2008 Consumer Intentions and Actions Back-to-School survey indicates that parents on average need to be prepared to spend \$501.03 on back-to-school merchandise — clothing, footwear, school supplies and more. The required school supplies alone can average \$90.90. “Shopping for those items may be fun for the child, but if the family budget is tight, it’s not a pleasant trip for the parents,” stressed Cantor.

Funded solely with cash donations from the community, the goal of this year’s drive is to give more than 110 children a good start when school starts in the Fall.

Working with the school districts and social service agencies, New Trier Township has identified families in need. Recipients have been prequalified and meet income eligibility guidelines.

“While we distribute gift cards to help purchase supplies and possibly clothing for children what we really do is far more valuable than the items that are purchased,” noted Bette A. Vitale, Social Services Administrator. “We help the child build self-esteem and confidence.”

Individuals interested in participating in this year's drive, can download an Angel Fund donation form at <http://www.newtriertownship.com/angel-fund.html> or call the Social Services Administrator at 847-446-8201. These contributions are tax-deductible.

About New Trier Township



New Trier Township’s mission is to provide leadership, advocacy and resources to benefit the physical, mental and social well being of Township residents. With a population of over 56,000, the Township includes the villages of Wilmette, Kenilworth, Winnetka, and Glencoe, plus portions of Glenview and Northfield. There is also a small-unincorporated area in Winnetka. More information about the Township and its services can be found at

<http://www.newtriertownship.com/>.