



Dignity U Wear's 2009 Undie Sunday and Undie Monday Clothing Drive a Success

Jacksonville, FL (May 12, 2009)—“Undie Sunday and Undie Monday,” the annual community-wide clothing drive conducted by Dignity U Wear to collect brand new children’s underwear, enjoyed another successful event, announced Bob Bryan, Executive Director.

The drive generated 56,636 pieces, valued at more than \$230,000, of (mainly) children's underwear, collected during the six-week campaign that culminated on March 15 & 16, 2009.

More than 120 faith groups, businesses, civic and professional organizations and school groups collected the new clothing. All of the undies collected will be distributed to people in need through Dignity U Wear’s Partner Agency Network. Dignity U Wear distributes brand new clothing for men, women and children through social service agencies, schools and other organizations throughout the United States.

“We’re very pleased by the results of this year’s Undie Sunday/Undie Monday campaign,” said Bryan. “In this economy, we weren’t sure what to expect from this year’s drive. But the community really stepped up, increasing the average number of pieces collected from each participating group. We definitely see that as success and appreciate the generosity of everyone involved.”

For the first time, this year’s campaign included a fundraising component. Participants were given access to an electronic tool to request sponsor support and donations. The funds raised allow Dignity U Wear to continue to provide brand new underwear and clothing to men, women and children in need all year round. “Our first attempt to generate cash donations during the campaign generated more than \$15,000. We’re quite happy with this and expect to see this area of the Undie Sunday/Undie Monday effort grow in the future,” Bryan said.

A complete list of all the groups that participated in the Undie Sunday and Undie Monday campaign can be found on the Dignity U Wear Web site at www.dignityuwear.org, along with several photos of activities that took place during the campaign.

Organizations and individuals that provided contributions and in-kind services beyond the collection of new underwear included title sponsor Deutsche Bank, media partner WJXT-Channel 4; Stein Mart; Suddath Relocation Systems; The Design Lounge; Fidelity Investments; JaxPort; the Fraternal Order of Police and the North Florida Central Labor Council.

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. The organization specializes in 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 4.7 million pieces, valued at \$100 million, to more than 372,000 people.