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FOR IMMEDIATE RELEASE...

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**ANNOUNCING SCHUYLKILL UNITED WAY'S
12th ANNUAL "STUFF THE BUS" & PARTNER PROGRAMMING**

The Schuylkill United Way's 12th Annual Stuff the Bus program will start on **Monday July 1st, 2014** and will continue through **July 31st, 2014**. Stuff the Bus is an annual school supply drive that provides backpacks filled with supplies for schoolchildren in need. In 2013, over 1,400 backpacks were stuffed and given to children in the community. *The following programming runs in conjunction with Stuff the Bus:*

July 15th, the Schuylkill United Way and Schuylkill Mall will host "Stuff the Bus Kids Day. *Alvin and the Chipmunks 3: Chipwrecked* movie will show for FREE at 9:30am, followed by free lunch and activities led by SUW Partner Agencies and the Schuylkill Mall. McCann School of Business and Technology will also be serving snow cones! All families are welcome and are encouraged to bring a school supply item to help us "Stuff the Bus". The first 100 attendees will receive a **\$1 off coupon for the Schuylkill County Fair**, valid for the Fair's Kid's Day and also for the closing Saturday of the Fair. Child Development, Inc. will also be conducting free vision screenings from 11am-2pm.

July 18th, the Schuylkill United Way and Fightin Phils of Reading will pair up for 2014 Coal Region Night! Donations made during the first hour of Schuylkill Idol at the Schuylkill Mall on July 1st, 8th and 15th will receive free tickets to the Fightin Phils for July 18th (while ticket supplies last). The Schuylkill Mall will also be hosting a raffle contest each night of Idol for those who donate. Idol starts at 6pm.

The following school supplies are needed: backpacks, pens, pencils, erasers, notebooks, binders, folders, rulers, crayons, highlighters, staplers, markers, etc. **Items can be dropped at the Cressona Mall, Fairlane Village Mall or the Schuylkill Mall** at the Schuylkill United Way 'Stuff the Bus' location, which will be marked by a van generously donated for the month of July by Newhurst Bus Company. Donations can also be taken to the **St. Clair Wal-Mart**; donation bins will be located at both entrances.

The Schuylkill United Way Partner Agencies that will benefit from your kindness are as follows: Avenues, Big Brothers Big Sisters, Boy Scouts of America/Hawk Mountain Council, Girl Scouts in the Heart of PA, Child Development, Inc., Schuylkill YMCA, Schuylkill County Society for Crippled Children, SARCC, Schuylkill Wellness Services, Schuylkill Women in Crisis, Pottsville Salvation Army, Tamaqua Salvation Army & the Tamaqua YMCA.

"It is a great program and we are more than happy to be assisting the Schuylkill United Way with its annual Stuff the Bus. We look forward to helping make this another successful drive."

-Dana Baker, Schuylkill Mall

"I am excited and look forward to having Stuff the Bus at the Cressona Mall again this year. It is a great feeling knowing that we can participate in helping families with children in need receive supplies for School."
-Cynthia Huntsinger, Cressona Mall

