



National Council of Jewish Women **PITTSBURGH**

FOR IMMEDIATE RELEASE

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NCJW Pittsburgh to Host 5th Annual Back 2 School Store for Underprivileged Youth

The grassroots organization hopes to build confidence and self-esteem by helping K-5 students from low-income families start the school year on a more equal footing with their peers.

PITTSBURGH (June 18, 2019) - The National Council of Jewish Women - Pittsburgh Section (NCJW) will host their fifth annual **Back 2 School Store** on **Sunday, July 28th** at **Rodef Shalom Congregation in Shadyside** from **9:00 am - 6:00 pm**. More than 600 elementary school children, grades K-5, will shop with volunteers for new clothing, backpacks, school supplies and other items for the upcoming school year, at no cost to their families.

Students from low-income families are identified by area service agencies and referred to NCJW Pittsburgh to participate in the event. The children are paired with volunteer personal shoppers, who help them shop and select brand new back-to-school outfits. Racks are filled with new clothes acquired from retail sales all year long. Pittsburgh Firefighters IAFF Local No. 1 Firehouse donates a selection of brand new winter coats, and will be on hand to help fit the children. Little's Shoes in Squirrel Hill provides new shoes at a deep discount to NCJW, and staff will be available to fit the children.

While students shop, parents and caregivers will visit a Resource Room to connect with local organizations and agencies that provide assistance with healthcare, parenting, financial literacy, career development, and other social services.

In four years of running the Back 2 School Store, NCJW Pittsburgh has served 1,879 local children with the help of 1,420 volunteers, growing larger each year. For the program's fifth year, the Back 2 School Store moves to a larger space at Rodef Shalom Congregation in Shadyside, which also has a parking lot and is accessible via public transit.

NCJW hopes that by giving children the opportunity to choose their own back-to-school clothing, shoes, backpacks, and supplies, students from low-income families will feel more confident and enthusiastic about the start of a new school year.

"Children who shop at the Back 2 School Store have the opportunity to make their own decisions when picking out brand new apparel, books, stuffed animals, and backpacks," explains NCJW Pittsburgh Executive Director, Cristina Ruggiero. "Being able to pick out something new, like a pair

of shoes or a backpack, that you can proudly say is yours, is not something many of these children get to do very often, if at all, given the limited resources their families have. All children, not just those whose families have the financial resources, should get to be proud, confident and prepared going into the school year.”

NCJW’s Back 2 School Store is made possible with support from The Philip Chosky Charitable & Educational Foundation, The Grable Foundation, The Jack Buncher Foundation, Snee-Reinhardt Charitable Foundation, Robert and Mary Weisbrod Foundation, Giant Eagle, Highmark, Huntington Bank, and individual donors.

NCJW is actively recruiting volunteers to help children shop, manage registration, set up the store and assist with other tasks. For information about volunteering at the event, visit ncjwpggh.org or call **412-421-6118**.

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About NCJW Pittsburgh

For over 125 years, the National Council of Jewish Women, Pittsburgh Section has been at the forefront of social change—championing the needs of women, children, and families—while taking proactive measures on issues impacting child welfare, women’s rights, and reproductive freedom. NCJW Pittsburgh Section continues to fill a unique place among the service organizations in Pittsburgh as the only Jewish women’s organization dedicated to both grassroots advocacy and community service. Run by and created for people of all genders, faiths, and backgrounds, NCJW Pittsburgh’s programs include the Center for Women, Children’s Rooms in the Courts, Project Prom, the Back 2 School Store, and Thriftique.

[High resolution images are available in this folder.](#)

For more information or to arrange an interview with event organizers, please contact Katie Urich at katie@wildess.com or 412-334-3288.