

FOR IMMEDIATE RELEASE

**Contact:** Michael Williamson  
504.827.6840  
michaelw@unitedwaynola.org

## Humanity Makes a Difference in the Gulf

*Apparel company partners with United Way to provide school supplies for kids*

- WHO:** Representatives from **United Way for the Greater New Orleans Area, Humanity for All** and **Jefferson Parish Government**.
- WHAT:** **Humanity is donating \$10,000 to United Way for the Greater New Orleans Area to help provide vouchers for school uniforms so kids can go back to school prepared to succeed.**
- WHEN:** Thursday, August 4<sup>th</sup>  
4:00 p.m.
- WHERE:** Jefferson Parish Council Chambers - Yenni Building  
1221 Elmwood Park Blvd.  
Harahan, Louisiana
- WHY:** Children and families are being greatly impacted by the Gulf Oil Spill; **out-of-work parents may not be able to afford school uniforms.**

**Helena Cho**, CEO of Humanity for All and **Gary Ostroske**, President and CEO of United Way for the Greater New Orleans Area, will present a \$10,000 check to **Jefferson Parish Councilmen John Young** and **Chris Roberts** for vouchers for back-to-school uniforms for children in Jefferson Parish. On hand will be school principals from Grand Isle and Jean Lafitte who will discuss the needs within their communities, and how grateful they are that Humanity and United Way are making sure kids have all they need to start school.

“United Way is such a respected organization, and they do so much for our community,” said Councilman Young. “We’re honored to have them as a partner.”

“When I launched the Humanity apparel line, I wanted my fashion to stand for something,” said Helena Cho. “By partnering with United Way, an organization whose mission I respect and can relate to, I have achieved that goal.”

United Way will be working with Catholic Charities to identify how the vouchers will be distributed.

To learn more about Humanity and United Way’s partnership, visit [www.unitedwaygulfcoast.org/humanity](http://www.unitedwaygulfcoast.org/humanity).

### **About United Way for the Greater New Orleans Area**

United Way for the Greater New Orleans Area is advancing the common good. By partnering with donors, employers, nonprofits, faith groups and government, United Way brings a coordinated approach to solving community problems in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany, Tangipahoa and Washington Parishes. For more information, please call 504.822.5540 or visit [www.unitedwaynola.org](http://www.unitedwaynola.org). You can find us at [www.facebook.com/UnitedWayNola](https://www.facebook.com/UnitedWayNola) or follow us on twitter: @UnitedWayNola.