

NEWS

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2018 video on the program at <https://www.youtube.com/watch?v=yD5-Sh1ySLM>

ASSISTANCE LEAGUE OF ST. LOUIS MARKS BEGINNING OF SCHOOL WITH NEW UNIFORMS FOR 60 CHILDREN

This is the year's first of 60 fittings for thousands of local school children

NOTE: Members of the media are welcome to cover fittings on August 15 from 10:15 a.m. to about 11:45 a.m. 30 Henry Avenue, Ellisville, 63011.

Assistance League on Wednesday, August 15 is marking the beginning of the school year by fitting 60 Kindergarten through fifth graders from Barack Obama Elementary School in Normandy District with new, clean school uniforms and much more.

Beginning August 15, Assistance League volunteers will be fitting children from 30 schools over 60 dressing days through January 28. School children will be coming for fittings from the school districts of Ferguson-Florissant, Hazelwood, Jennings, Riverview Gardens and St. Louis City, in addition to Normandy. In the 2017-2018 school year, the organization served 7,834 elementary school students.

Each year, through its Operation School Bell program, Assistance League volunteers contribute 5,700 hours to give each student two pairs of pants, two short-sleeve and one long-sleeve shirt, one fleece jacket, socks, underwear, a toothbrush, toothpaste, a hat and gloves (and for each girl—a headband or a bow). Each student also receives a book of the child's choice.

“Research shows that clean well-fitting new uniforms help create positive outcomes for students and for learning,” said Assistance League of St. Louis President Roxie Randolph. “Each year, for 31 years, Operation School Bell, our largest program, has helped provide new uniforms to school children in need. At these fittings, each child receives the attention of a caring volunteer, who helps the child with the perfect fit. The volunteers love seeing the wonderful smiles on the children's faces, and the children leave with new uniforms and a new sense of pride.”

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She adds that in 2018 alone, Assistance League members and friends donated 80,000 volunteer hours through nine philanthropic programs, touching 43,341 lives.

ABOUT ASSISTANCE LEAGUE OF ST. LOUIS. Assistance League of St. Louis is run by an all-volunteer group of more than 500 volunteers. The organization's mission is to identify, develop, fund and implement ongoing philanthropic programs to serve specific needs of children and adults in the St. Louis community. Volunteers manage nine programs for the benefit of various underserved populations in the St. Louis metropolitan region. Designed to empower, not enable, programs include Operation School Bell®, Operation HUG, Steps to Success, My Own Fun Stuff, Project ROSE, Assistance League Outreach, Assistance League Scholarship, Assistance League Waste Not and Assistance League Beyond the Bell. Each program has a special focus from new school uniforms to shoes and socks and from personal care items for crisis shelter clients to teddy bears for comfort. All funds raised are returned to the St. Louis community. Assistance League of St. Louis is an accredited charity of the Better Business Bureau and Platinum Guide Star member.

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Assistance League of St. Louis on August 15 is launching the first of 60 fittings with 60 students from Barack Obama Elementary School in Normandy District with new, clean school uniforms and much more. Here at fitting a few years ago, Assistance League volunteer Crystal Beuerlein of Clayton helps a student with her uniform.