

## **For Immediate Release**

PrairieLand United Way  
Karen Walker  
Executive Director  
217-245-4557  
October 23, 2018

### **PRAIRIELAND UNITED WAY SPONSORS DRIVE TO FEED A NEED**

**Jacksonville, IL** - Learning of a baby formula shortage in our community, PrairieLand United Way Executive Director, Karen Walker, felt a need to act. The United Way board of directors and its' Day of Action committee has decided a formula drive would be a good first step. "It's not enough to feel sorry for something, to feel sympathetic or empathetic," Walker explained. "You can feel that, but there's only one really good way to get rid of the feelings – do something about it". Aligning with the United Way's goal of supporting a healthy beginning to life, PrairieLand United Way is hosting a community wide baby formula drive from Nov. 5<sup>th</sup> through 16<sup>th</sup>, 2018. Baby formula will be collected to help fill the gap families in our area are experiencing. To help, you can donate a can of formula, valid coupons for formula or samples, or make cash donations for formula purchase. All donations will be dispersed to area agencies for distribution to the community.

Earlier this year, PrairieLand United Way sponsored a Baby Diaper drive and due to the generosity of our community, collected almost 2,400 diapers. Our goal for the Baby Formula Drive is to raise \$1,000. Please help us by dropping your contribution off at The Farmers State Bank and Trust Company, 200 West State St. or Jacksonville Savings Bank, 1211 West Morton.