

**Media Advisory/Photo Op:**

**Interviews/Photos Available On Site**

**When:**

August 10, 2022 (Wednesday) 9am – 12pm

**Where:**

Ritter Center  
16 Ritter Street  
San Rafael, CA

**Who:**

[Ritter Center](#) prevents and resolves homelessness and improves the health, dignity and well-being of people living in poverty in Marin County by providing high-quality, culturally sensitive, easily accessible medical care and social services.

**What:**

On August 10<sup>th</sup>, 170 local children will receive much-needed backpacks filled with essential school supplies like pencils, pens, notebooks, binders, and calculators. Children will also receive a \$50 gift card for new school clothes. Registered families will come to Ritter Center to select their new backpack and supplies. It's one of the most joyful days of the year!

**Why:**

Due to the astronomical rate of inflation at 9.1%, improving the quality of the items, and providing the additional support of a gift card to buy new clothes and shoes, the cost of providing a fully-stocked backpack with supplies is \$150 per child. Education is one way to break the cycle of multi-generational poverty. Many low-income families simply do not have the means to purchase backpacks and school supplies for their children. The long-term impact of job losses during those first two years, coupled with crippling inflation and record-breaking rent prices, is having a devastating effect on households, hitting low-income families especially hard. Each week, many have to choose between paying rent or buying food.

**Contact:**

Cheryl Reiss  
[cherylbreiss@gmail.com](mailto:cherylbreiss@gmail.com)  
(415) 640-5431