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Promises2Kids Partners with United Way of San Diego to Bring a New Meaning to “Stuff it!”

May 1, 2010: Public is encouraged to donate pieces of new sports equipment for San Diego’s abused and neglected children during live drive at Mission Valley Sport Chalet; local professional athletes will be on hand to meet and greet donors

SAN DIEGO, CALIF. – April 8, 2010 – Promises2Kids, in conjunction with the United Way of San Diego County, announces the third annual “Stuff the Bus!,” a sports equipment drive for San Diego County abused and neglected children. Also partnering with Sport Chalet, Boyer Moving and Westfield Mission Valley, Promises2Kids’ goal is to **collect 10,000 items of new sports equipment during the two-week drive from April 15 to May 1, 2010.**

“There are 5,000 abused or neglected children at any given time in foster care in San Diego County,” says Hon. Susan Golding, chief executive officer and president, Promises2Kids.

“The equipment you donate will give them a chance to be involved in sports and fitness that other children are able to participate in.” Donations will be given to more than 40 community-based organizations such as SAY San Diego, the Boys and Girls Club of San Marcos, San Diego Center for Children, and the Monarch School.

Promises2Kids encourages the public and local businesses to host mini-collection drives in their neighborhood, school, church or workplace, and then bring them to the **“Stuff the Bus!” Live Drive on Sat., May 1 from 10 a.m. to 6 p.m., at the Mission Valley Sport Chalet (1640 Camino del Rio North, 92108).**

At the live drive, the public will literally be able to stuff a big yellow school bus full of new equipment. Professional athletes, including Steve Gregory and Eric Weddle of the San Diego Chargers and Stephen Neal of the New England Patriots, will be on-hand to provide signatures and photos to the public who bring a donation to the May 1 collection event.

Due to limited financial resources and family turmoil, many of San Diego’s abused and neglected children, many of whom live in foster care, are unable to have what other kids have. The “Stuff the Bus!” drive helps to provide equipment for these children to enjoy activities most of us take for granted such as soccer, Little League baseball, softball, and swimming. The resulting sense of exclusion and isolation can be devastating for a child who has already experienced so much disruption in their lives.

“United Way has a longstanding focus on youth health and fitness through our NFL partnership, and we wanted to literally bring that home to San Diego kids who really need this type of support,” says Doug Sawyer, president and chief executive officer, United Way of

San Diego County. “We fund several programs to support youth in foster care but Stuff the Bus enables us to offer them something very practical.”

All San Diego County Sport Chalet retail locations will serve as collection points for donations of new sports equipment, from April 15 to May 1, 2010. They are offering a 15 percent in-store discount for each purchase made that will be in turn donated to this year’s “Stuff the Bus!” collection drive. This year’s “Stuff the Bus!” initiative is also supported by 619sports.net and San Diego News Network (SDNN.com).

For a wish list of items or to host a collection site, please visit the Promises2Kids [Web site](#). To host a collection site or to volunteer to collect and sort donations, please contact Susanne Torre at Promises2Kids at 858-427-1107.

About Promises2Kids

Originally founded as the Child Abuse Prevention Foundation of San Diego County, Promises2Kids is a 29-year-old nonprofit organization. Since 1981, Promises2Kids has led the fight against child abuse and neglect in the County of San Diego. No other organization in the area offers such a broad array of support systems, nor does any other organization in the area offer such a wealth of opportunity to connect with a wide variety of resources, programs, and collaborative partners focused on eliminating child abuse. The Chief Executive Officer and President of Promises2Kids is the former two-term Mayor of San Diego Susan Golding. For a complete list of volunteer opportunities or more information, please visit www.promises2kids.org, [Facebook](#) or [Twitter](#).

About United Way of San Diego County

United Way of San Diego County is a nonprofit organization that for 90 years has improved lives by mobilizing the community and raising funds to solve Education, Income and Health issues. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become part of the change. To learn more about the United Way of San Diego County, visit [/www.uwsd.org](http://www.uwsd.org) or [Facebook](#).

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