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Press Release  
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## ***21 Lexington Neighborhoods to Give Out 8,000 Backpacks and School Supplies***

LEXINGTON, Ky. – July 21, 2010 – On Saturday, August 7, twenty-one Lexington neighborhoods will host the fifth annual Ready, Set, Go! Neighborhood Back-to-School rallies providing 8,000 elementary, middle and high school children with backpacks and school supplies that will help them succeed this coming school year. For the first year, every neighborhood site will distribute supplies for all grade levels. In addition, each neighborhood solicited its own grassroots support and has planned its activities, entertainment, food, speakers and door prizes.

The theme this year is “Live Green Lexington.” For the third year, the city Department for Environmental Quality and its community partners, such as Bluegrass PRIDE, will be on hand to educate children, families and neighborhoods about recycling and healthy environmental practices. Acting Commissioner Susan Bush, Department of Environmental Quality, said “we enjoy being a part of the rallies. It is a great opportunity for us to reach out to kids on environmental issues, which is important to making Lexington a sustainable community.

The Ready, Set, Go! Lexington Neighborhood Back-to-School Rallies is an initiative of LexLinc, which serves as the central coordinator of this partnership. All 8,000 backpacks are provided by E.ON U.S., the parent company of Kentucky Utilities. Other major partners of the school supplies include the Jackson Family Fund at Blue Grass Community Foundation, the University of Kentucky, American Founders Bank, Quantrell Auto Group and the Lexington Fayette Urban County Government.

Schools superintendent Stu Silberman will visit many of the rally sites. Board of Education members, district directors, principals, teachers, family resource and youth service center coordinators, and other district and school staff will also participate. Said Silberman, “the neighborhood back to school rallies are great for our community as it sends the message that school is about to start and brings people together in a very positive atmosphere. We are so fortunate to have a community that supports our kids and provides them with needed supplies to start school. Thanks to LexLinc and all the partners who stepped forward to help.”

The back-to-school rallies are the final project for LexLinc before the organization dissolves later this summer as a result of budget cuts from its founding partners due to the tight economy. LexLinc will work with other community organizations to ensure the rallies continue in future years.

For families wishing to receive school supplies, registration will take place the morning of the rallies from 8 a.m. to 10 a.m. at each site. Supplies will be distributed at noon. Your child must be with you in order to receive supplies. For more information, contact United Way 2-1-1 or LexCall 3-1-1.

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