

News Release
January 10, 2012

SDC Partners on Community Baby Shower

For the tenth year in a row, the Social Development Commission (SDC) will partner with WTMJ TV (Today's TMJ4) on a project that helps young families across Southeastern Wisconsin.

SDC is again part of the Community Baby Shower, a project started in 2003. The Baby Shower sets aside a day in January when residents are asked to donate new items like clothing, diapers and formula that can be used by needy families with infants and very young children. This year, the Community Baby Shower will be held Friday, January 13.

The role of SDC in the day is to coordinate volunteer groups who will staff the drop-off sites on the day of the event as well as programs that will receive and distribute the donated items. Those groups include Healthcare for the Homeless, La Causa Crisis Nursery, New Horizon Center, Gerald Ignace Health Center, Christ Child Society, the Milwaukee Women's Center Emergency Shelter, and Safe Babies - Healthy Families.



Volunteers at a donation site during the 2011 Community Baby Shower.

Donations for the Community Baby Shower can be made throughout the day on January 13 at all area Sentry Food stores and Aurora Healthcare facilities. All donated items with the Community Baby Shower stay in the immediate area to help local families. The Community Baby Shower is sponsored by WTMJ, SDC,

Aurora Health Care, Sentry Foods and the March of Dimes.

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