



Susquehanna Valley  
United Way

**MEDIA CONTACT INFORMATION:**

Kendra Parke

[npmarket@svuw.org](mailto:npmarket@svuw.org) | 570-415-0023

[svuw.org](http://svuw.org) | [@SusquehannaValleyUW](https://www.instagram.com/SusquehannaValleyUW)



FOR IMMEDIATE RELEASE

# United Way's Diaper Dash Enters Final Week

*Racing to Meet the Needs of Local Families in Time for the Holidays!*

**SUNBURY, PA, November 8, 2024** – The United Way Diaper Dash kicked off in a big way on October 16th, 2024, with a generous donation from Weis Markets, who contributed two pallets of Huggies® diapers and wipes to support families in need across the five-county region. This significant contribution marked the beginning of a community-wide effort to collect diapers for local families. Now, with only one week remaining, the Susquehanna Valley United Way (SVUW) urges the community to help complete this essential campaign by November 15th.

*“At Weis Markets, we believe in giving back to the communities we serve, and we’re honored to support this year’s Diaper Dash,”* said Tonya Woytowich, Director of Center Store Merchandising, Non-Edibles. *“Access to essentials like diapers can make a significant difference for families, especially as the holiday season approaches. We’re excited to join forces with the Susquehanna Valley United Way to help ensure no family has to go without.”*

The Diaper Dash, organized by Women United volunteers at Susquehanna Valley United Way, seeks to gather donations to stock local pantries with much-needed diapers and wipes for families facing financial challenges before the holidays. The drive runs through November 15th, and members of the community are encouraged to contribute.

*“We’re so grateful to Weis Markets for their incredibly generous donation to jumpstart this year’s Diaper Dash,”* said Adrienne Mael, President/CEO of SVUW. *“Their commitment to supporting local families is an inspiration, and we’re calling on the community to help us keep the momentum going. Every package of diapers or wipes donated makes a real difference.”*

Donation drop-off sites are located throughout the region, including SVUW offices in Sunbury (228 Arch St) and Bloomsburg (160 W. 6th St), as well as Mifflinburg Bank & Trust Co. branches, Family Practice locations, and Bella’s Pizza.

All donations will be distributed to local pantries in Montour, Columbia, Northumberland, Union, and Snyder Counties, directly benefiting area families. Please contribute by November 15 to make an impact this holiday season.

For additional information, please visit [svuw.org](http://svuw.org) or contact SVUW at [info@svuw.org](mailto:info@svuw.org) or (570) 988-0993.

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## **About Susquehanna Valley United Way:**

The United Way fights for the Health, Educational, and Financial Stability of every person in Columbia, Montour, Northumberland, Snyder, and Union Counties. We do this by addressing the root cause of social issues and serving as a leader, partner, and catalyst to identify and address areas of need by engaging communities to develop long-term social change. We are located at 228 Arch Street in Sunbury, PA, and 160 W. 6<sup>th</sup> Street in Bloomsburg, PA. To learn more, please visit [svuw.org](http://svuw.org).

## **About Weis Markets**

(more...)

Founded in 1912, Weis Markets, Inc. is a Mid-Atlantic food retailer operating 196 stores in Pennsylvania, Maryland, Delaware, New Jersey, New York, West Virginia, and Virginia. For more information, please visit: [WeisMarkets.com](http://WeisMarkets.com) or [Facebook.com/WeisMarkets](https://Facebook.com/WeisMarkets).