

HOUSTON AREA URBAN LEAGUE AND DELIVERING GOOD INC. LAUNCH FREE POP-UP SHOPS PROVIDING \$5 MILLION IN MERCHANDISE FOR VICTIMS OF HURRICANE HARVEY

October 16, 2017 (HOUSTON, TX) – The Houston Area Urban League (HAUL) has partnered with national charity Delivering Good (Formerly K.I.D.S./Fashion Delivers) to help families affected by flooding in the greater Houston area caused by Hurricane Harvey. HAUL and Delivering Good will launch four, local pop-up shops in Houston, providing free, private shopping experiences on Saturday, October 21 as a part of HAUL's Operation Safe Houston Hurricane Relief project.

The Operation SAFE Houston Pop-Up Shops will be held at four locations across Houston at Christian Tabernacle, St. John's United Methodist (Bread of Life Inc.), Brentwood Baptist Church and Fidelity Church of Christ. Each shop will be stocked with new merchandise including apparel, footwear, household items and more, donated by manufacturers and retailers across the United States. To receive a shopping experience, individuals must complete the online intake process form and register for their preferred shopping time at the following link using the User ID: "operation" and Password: "safe"

REGISTRATION LINK: <https://www.ckodm.com/haul/>

Hurricane Harvey was a historic rain event and the worst natural disaster the city of Houston and surrounding counties had ever seen. The storm dumped more than nine trillion gallons of water on Houston, the equivalent of a years' worth of rainfall in four-and-a-half days. More than 130,000 homes were damaged in the storm; nearly 28,000 were completely destroyed or incurred major damage. As residents still attempt to recover, this endeavor can help them reduce the costs associated with rebuilding their lives. Generous sponsors of the Operation SAFE Houston pop-up shops include A- Rocket Moving & Storage, AT&T, Enterprise Holdings Incorporated, Links Foundation Inc., Macy's Inc. (shopping bags), and Northwest Mall.

"As the Houston Area Urban League embarks upon our 50th year of service to the community, we have been working tirelessly on the ground immediately following Hurricane Harvey to assess and meet the needs of those who were affected. With the help of our many supporters of Operation SAFE Houston, including Delivering Good, we can assist even more people by providing a shopping experience allowing victims to select items they need. We hope that by lessening the burden of replacing their personal items, and treating them with dignity, this tragedy can be turned into hope for their recovery," said HAUL President & CEO Judson Robinson, III.

To date, over **\$5 million** of product has been donated by manufacturers and retailers to help those in need. Product donors include:

- Anew Legware
- BOBS from Skechers
- BOMBAS
- Burlington Stores
- Carter's
- Children's Apparel Network
- C&F Enterprises
- Charles Komar & Sons
- Chicco USA
- CHF Industries
- Delta Children
- Dream On Me
- Eloquii Design Inc.
- Evenflo
- Exxel Outdoors
- Full Beauty Brands
- Gold Medal International
- Gerber Childrenswear
- Haddad Brands
- Hanesbrands
- Himatsingka
- IKEA
- Intradeco
- IRIS USA
- Jade Marketing Group
- Kolcraft
- KIDBOX
- Li &Fung
- Loftex
- LT Apparel Group
- Macy's
- Munchkin
- Orbit 7
- Perry Ellis
- Tailored Brands
- Rousso Apparel Group
- Sternlein
- Swat Fame
- Summit Gold Brands
- The Container Store
- The Kids Company
- Topson Downs
- Uber Mom LLC
- Vionic Shoes

“We are excited to partner with the Houston Area Urban League to help those impacted by Hurricane Harvey,” says President and CEO of Delivering Good Lisa Gurwitch. “Our relationships with product donors allow us to provide new, essential items to help residents rebuild after the disaster.”

Shopping Locations/Times:

Christian Tabernacle

October 21, 2017
10 a.m. - 7 p.m. or until supplies last
13334 Wallisville Road
Houston, TX 77049

Fidelity Church of Christ

October 21, 2017
10 a.m. – 5 p.m. or until supplies last
140 Fidelity Street
Houston, TX 77029

Bread of Life Inc.

October 21, 2017
11 a.m. – 3 p.m. or until supplies last
2018 Gray
Houston, TX 77002

Lifelong Learning Center at Brentwood Baptist Church

October 21, 2017
10 a.m. – 2 p.m.
13033 Landmark Street
Houston, TX 77045

About the Houston Area Urban League:

The Houston Area Urban League, founded in 1968, is a United Way agency affiliated with the National Urban League. Its mission is to help African-Americans and other minorities to secure economic self-reliance, parity and civil rights. For more information, visit www.haul.org.

About Delivering Good:

Delivering Good, Inc. (formerly K.I.D.S./Fashion Delivers) is a 501(c)(3) nonprofit, and the charity of choice for new product donations made by hundreds of companies in the fashion, home and children’s industries. Donating new merchandise provides these companies with a simple and effective way to help millions of kids, adults and families facing poverty and disaster each year. Since 1985, over \$1.6 billion of donated product has been distributed through our network of community partners. Learn more at www.Delivering-Good.org.

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Media Contacts:

Shakiera Walker, Communications Manager, Delivering Good
Phone: 646.362.9090 Email: Shakiera@Delivering-Good.org

LaMecia Butler – Public Relations, Houston Area Urban League
Phone: 281.460.2101 Email: lbutler@haul.org