

## FOR IMMEDIATE RELEASE

Media Contact: Taylor Trahan  
Marketing and Communications Coordinator  
United Way of Southwest Louisiana  
P: 337-433-1088 ext. 226  
E: [ttrahan@unitedwayswla.org](mailto:ttrahan@unitedwayswla.org)



**United Way  
of Southwest Louisiana**

815 Ryan Street  
Lake Charles, Louisiana 70601  
P: 337-433-1088 | F: 337-433-3679  
[www.unitedwayswla.org](http://www.unitedwayswla.org)

August 15, 2016

## United Way of SWLA Launches “Flood the Love” Campaign to Aid in Flood Relief

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LAKE CHARLES, La. – United Way of Southwest Louisiana has launched the Flood the Love Campaign, a community donation drive to collect basic needs to distribute to those affected by this weekend’s devastating flooding across South Louisiana.

### Items being collected:

- Pillows
- Blankets
- Diapers
- Baby food and formula
- Toilet paper
- Bottled water
- Non-perishable food items (e.g. canned goods)
- Buckets
- Mops
- Cleaning supplies
- Rubber gloves
- Masks
- Underwear and socks, new, unopened, all sizes
- Feminine hygiene products
- Shampoo
- Soap
- Deodorant
- School supplies, due to flooding in local schools

*There is NOT a need for clothing at this time.*

Members of the community may begin dropping off donations as early as today, Monday August 15. The drive will continue until further notice. United Way of Southwest Louisiana will serve as the drop off site. The office is located at 815 Ryan Street, Lake Charles, LA 70601. Hours are Monday – Friday 9:00 am – 4:00 pm. Please call 337-433-1088 for additional drop off hours.

Additionally, United Way of Southwest Louisiana, in conjunction with United Way of Acadiana, United Way of Iberia and St. Landry – Evangeline United Way, is collecting monetary donations to aid flood victims across South Louisiana. Members of the community can make a monetary donation in one of the following ways:

- Text **FLOOD2016** to **41444**.
- Visit [www.unitedwayswla.org](http://www.unitedwayswla.org) from any mobile or desktop device.
- Mail or drop off monetary donations to United Way of Southwest Louisiana, 815 Ryan Street, Lake Charles, LA 70601. Checks made payable to United Way of Southwest Louisiana. Memo: Flood Relief.

### LIVE UNITED

Boyd Boudreaux, Chairman of the Board • Raymond Steiner, Vice Chair • Dana Keel, Vice Chair  
Kevin Lacy, Treasurer • Paul Hutchens, Secretary • Janie Fruge, Campaign Chair • Denise Durel, President/CEO

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“Our community is eager to help those affected by the flood. By leveraging our partnerships across Southwest Louisiana, we have the opportunity to make a strong impact and help those who are in need,” said Denise Durel, President and CEO of United Way of Southwest Louisiana.

For any questions regarding the Flood the Love Campaign, please call United Way of Southwest Louisiana at 337-433-1088.

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