

## FOR IMMEDIATE RELEASE

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### VESSEL DONATES 1500 BACKPACKS BACK TO SAN DIEGO KIDS & HOSTS PACKING EVENT

*Partnering with the San Diego Stuffs the Bus to Assist with Student Homelessness*

CARLSBAD, Calif (July 17, 2017) Thousands of San Diego County students experiencing homelessness are heading back to school this fall ready to learn thanks to the Stuff the Bus school supplies drive conducted by the [San Diego County Office of Education](#) (SDCOE) and [San Diego County Credit Union®](#) (SDCCU®).

The six-week Stuff The Bus campaign includes an online component, collection bins at SDCOE and SDCCU sites, [iHeartRadio](#) promotions at three local Walmart stores, and the signature feature -- two wrapped school buses roaming the county collecting donations.

As a second year donor, VESSEL committed to donate 500 more backpacks than last year's donation for an effort to increase local donations and participation. VESSEL will donate a total of 1,500 backpacks back to the kids of the San Diego community as a component of Vessel's Buy a Bag, Give a Bag program. For every bag purchased, VESSEL gives a school backpack to a child in need.

*"When we think of those in need, we think the rural areas of the world. If we take a second to look, a lot of local kids are struggling too."* said Marketing Manager, Stephanie Beyer. *"Thanks to SDCCU, SDOE and Stuff the Bus we are able to help those kids be more confident in going to school which results in high test scores."*

Personalities from iHeartRadio stations Channel 93.3, Star 94.1, and JAM'N 95.7 will host programming at several Walmart stops, enthusiastically promoting the drive and interviewing experts like [Vista Unified's](#) homeless services liaison Michelle Walsh and partner donors.

From August 8-11, during the hours of 9am-4pm VESSEL will host volunteers to sort, pack and distribute backpacks to SDCOE's K-12 campuses. VESSEL'S address is: 3197 Lionshead Ave, Carlsbad CA 92010. If you are interested in volunteering and signing up for a time, please visit [VesselBags.com](#) or [San Diego County Office of Education](#).

#### **About Vessel**

Headquartered in Carlsbad, Vessel is the top custom bag maker for professional athletes and celebrities offering the best in quality and innovation. Each custom bag is handcrafted to reflect the unique personality of every Vessel customer. Vessel's product lines also come with a Buy a Bag, Give a Bag component. In an effort to help every child

get an education, Vessel works closely with several incredible organizations who are helping deliver backpacks to children in need. Learn more at [www.vesselbags.com](http://www.vesselbags.com)

### **About the San Diego County Office of Education**

The San Diego County Office of Education provides a variety of services for the 42 school districts and five community college districts in the county. We support more than 750 schools and 500,000 students. In addition, the County Office provides regional services for surrounding counties in many areas. Services range from district and school improvement to budget approval and monitoring.