

*For Immediate Release*

Oct. 24, 2024

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## **Introducing: Cam Cares, the Library's Giving Season Campaign**

The library's long-standing giving season campaign, Drop Your Drawers is getting a refresh!

Introducing: Cam Cares.

Cam Cares will operate under the same goal of collecting socks, underwear, bras and t-shirts for Family Resource Centers in local public schools. The campaign launches Nov. 1 and will run through Dec. 31. Family Resource Centers hand out 100 or more socks/underwear every month to children who need them for an array of reasons, including illness, homelessness, accidents and more.

Raising such items keeps students from missing valuable classroom time and allows schools to allocate funding to support other valuable resources. Collected items will be divided among public high, middle and elementary schools in Campbell County.

The library aims to raise 7,000 items in their original packaging in any size. All four branches — Alexandria, Carrico/Fort Thomas, Cold Spring and Newport—will accept donations. The campaign first launched in 2015 at CCPL. The community has raised nearly 75,000 items throughout the campaign's run. In the years since, it was adopted by library systems across the country.

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### **ABOUT CAMPBELL COUNTY PUBLIC LIBRARY**

The Campbell County Public Library operates four branches. The Cold Spring Branch is located at 3920 Alexandria Pike in Cold Spring, phone 859-781-6166. The Carrico/Fort Thomas Branch is located at 1000 Highland Ave. in Fort Thomas, phone 859-572-5033. The Newport Branch is located at 901 E. Sixth St. in Newport, phone 859-572-5035. The Alexandria Branch is located at 8333 Alexandria Pike in Alexandria, phone 859-572-7463. Express locations for pickups and returns are located in Silver Grove, Melbourne and the westside of Newport. The website address is [www.cc-pl.org](http://www.cc-pl.org).