



Mebane Rash <mrash@ednc.org>

Story pitch: Triangle nonprofit launching National Clothing Insecurity Awareness Day on September 15th

Carole Trone <carole@noteinthepocket.org>
To: mrash@ednc.org

Tue, Aug 26, 2025 at 1:32 PM

We are launching **Clothing Insecurity Awareness Day, on September 15th**. We have invited programs across the country to join us in raising awareness about this **crisis affecting 2 in 5 children nationwide**. Programs in 22 states (3 in North Carolina) have already agreed to participate!

FOR IMMEDIATE RELEASE

Contact: Meg Sink

Phone: (919) 714-9403, ext. 104

Email: Meg@noteinthepocket.org

Website: <https://noteinthepocket.org/clothing-insecurity/>

New National Day to Address a Hidden Crisis: Clothing Insecurity Awareness Day

Raleigh, NC — August 26 — A new national observance is being launched to bring long-overdue attention to an often-overlooked crisis in the U.S.: **National Clothing Insecurity Awareness Day**, to be recognized annually on **September 15th**.

National Clothing Insecurity Awareness Day shines a spotlight on the millions of American children and families who lack access to adequate, appropriate clothing. While food and housing insecurity are widely recognized, clothing insecurity remains largely invisible — despite being a basic human need. Without proper clothing, individuals face barriers to education, employment, and even their own sense of dignity.

September 15: Share and Amplify the Message

To mark the **first Clothing Insecurity Awareness Day on September 15th**, Note in the Pocket encourages individuals, partners, and organizations to help spread the message through social media.

Prepared graphics and photos are available for download and sharing. A version of the graphic includes blank space where organizations can add their own logo. Supporters are encouraged to tag **@NoteInThePocket** and use the hashtag **#ClothingInsecurityAwarenessDay** to help raise awareness.

Sample Social Media Caption:

On September 15th, we recognize the first National Clothing Insecurity Awareness Day.

Did you know 2 out of 5 children in America face clothing insecurity? This hidden crisis means many families cannot afford basic necessities, including properly-fitted, seasonally-appropriate, and good-condition clothing.

Help raise awareness and make a difference by:

- Donating gently used clothing and shoes to local organizations
- Hosting a clothing drive in your community
- Supporting clothing distribution centers through financial donations
- Spreading the word to help reduce stigma and inspire action

Learn more at: <https://noteinthepocket.org/clothing-insecurity/>

How Else Can You Get Involved?

In addition to online engagement, individuals and organizations are encouraged to take action in their communities by:

- Partnering with local nonprofits to collect and distribute clothing
- Hosting educational events, panel discussions, or donation drives
- Volunteering time or resources to organizations addressing clothing insecurity year-round
- Sharing stories, facts, and personal experiences using the campaign hashtag

Clothing Insecurity Awareness Day is not just about recognition — it's a call to action. By drawing national attention to this hidden crisis, **Note in the Pocket** aims to inspire communities across the country to ensure that every individual has access to the clothing they need to live with dignity.

--
Carole Trone

Volunteer Engagement Director
(919) 714-9403 ext. 103

Note in the Pocket

What is Clothing Insecurity? Watch the [TEDx Talk](#).

