



**United Way**  
**Peterborough & District**  
uwpeterborough.ca

**FOR IMMEDIATE RELEASE**

## United Way Peterborough and District Announces Tampon Tuesday Menstrual Product Drive Taking Place in March 2024

**PETERBOROUGH, ON (March 4, 2024)** - This year marks the 8<sup>th</sup> annual Tampon Tuesday event taking place for the month of March 2024. A collaboration between United Way Peterborough & District, Peterborough & District Labour Council, Bell Media's Pure Country 105 and Move 99.7 and Kawartha Food Share, Tampon Tuesday is an important call out about the challenges women face every day, accessing menstrual products.

Tampon Tuesday is a program about dignity.

With the cost of living on the rise the priority of food, housing or bills overtakes that of menstrual products. In fact, menstrual hygiene products are one of the most requested, yet least donated items at food banks. Understandably, low-income individuals find it difficult to budget for this monthly expense. Many simply cannot afford them.

United Way Peterborough & District hosts Tampon Tuesday annually to collect menstrual hygiene products with the belief that nobody should have to choose between eating and affording menstrual products.

"Holding a collection at your business, social club or even among your groups of friends or neighbours is a fun and rewarding way to help those in need." **Says Anne Ondercin, Director of Philanthropy at United Way.** "We are also accepting monetary donations to purchase additional menstrual products which will also be distributed through Kawartha Food Share to individuals who need them most."

Last year United Way's Tampon Tuesday drive collected 20,030 pads, tampons, liners, cups and personal care items in just 3 hours, a more than 100% increase from the previous year. The goal is to grow the collection again this year.

### **Several community drop-off locations will be accepting menstrual product donations in Peterborough during the month of March including:**

- United Way Peterborough & District - 277 Stewart Street
- Bell Media Office - 59 George Street
- Alternatives Community Program Services - 270 Braidwood Avenue
- Sullivan's IDA - 71 Hunter Street
- Westmount Pharmacy - 1293 Clonsilla Avenue

Additionally, an in-person collection event will take place on **Tuesday, March 26<sup>th</sup> in the parking lot of Peterborough Alternative & Continuing Education (PACE), located at 201 McDonnell St, from 3:00-6:00pm.** Members of the community are invited to have some fun at the drop off and celebrate the generosity of our community by taking fun photos and sharing with the hashtag #TamponTuesday.

All menstrual products collected will be distributed to local food banks in Peterborough County by Kawartha Food Share.

Find information about Tampon Tuesday at <https://www.uwpeterborough.ca/tampon-tuesday/> .

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For more information contact:

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# TAMPON TUESDAY

EST 2009

Supporting people in need,  
**PERIOD.**

## Menstrual Product Collection

**Tuesday, March 26, 2024 - 3 to 6 pm**

**Peterborough Alternative & Continuing  
Education (PACE)**

**201 McDonnel Street, Peterborough  
(in the parking lot)**

## Drop Off Locations:

- United Way Peterborough - 277 Stewart St.
- Bell Media Office - 59 George St.
- Alternatives Community Program Services - 270 Braidwood Ave.
- Sullivan's IDA - 71 Hunter St.
- Westmount Pharmacy - 1293 Clonsilla

Workplaces, community groups and individuals are encouraged to do their own collection ahead of time and drop them off on this date.



for more information, email [office@uwpeterborough.ca](mailto:office@uwpeterborough.ca), scan the QR code or check out our website at [www.uwpeterborough.ca/tampon-tuesday](http://www.uwpeterborough.ca/tampon-tuesday)

