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For immediate release

UNWLA Launches Winter Campaign to Support Women Defending Ukraine on the Frontlines and Children Amid Harsh Winter Conditions

New York, NY – As Ukraine faces its third winter of full-scale war, Russian attacks on infrastructure have left millions in dire conditions. With targeted power grids and freezing temperatures looming, the Ukrainian National Women's League of America (UNWLA) is launching the annual **Keep Ukraine Warm** campaign to aid women on the frontlines and children enduring harsh winter blackouts.

Thousands of women have joined Ukraine's military to defend their homeland. Through an ongoing partnership with the Ukrainian non-profit Zemliachky, UNWLA provides essential winter uniforms tailored to women's needs, produced locally in Kharkiv to support the Ukrainian economy.

From **November 12, 2024, to March 31, 2025**, UNWLA aims to raise funds to supply these women with the gear they need to endure freezing conditions. **Donate today at unwla.org/donate.**

"Ukrainians are facing a winter of extraordinary challenges, but together, we can provide life-saving warmth and support," said Natalie Pawlenko, UNWLA President. *"From women defending Ukraine on the frontlines to children in cities, your generosity can make a tangible difference."*

UNWLA also partners with HUCUS and Meest USA to deliver winter clothing to Ukrainian children. Prolonged blackouts and freezing weather threaten these young lives, and your help is urgently needed.

How to Help:

- Purchase a **new** children's winter jacket, shoes, or blanket by **December 31, 2024**.
- Ship items to:
600 Markley St, Port Reading, NJ 07064
Include the delivery label: **"HUCUS - KIDS - 88888."**

Meest USA will deliver items free of charge to children in Ukraine. **Only new items are accepted.**

Join UNWLA in keeping Ukraine warm this winter. Together, we can make a difference.

For more information, contact:

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