

NEWSPAPER POST

Piyo Piyo USA partners with Orphan Outreach to help at-risk kids



November is Orphan Awareness Month. There are an estimated 153 million orphans who have lost one parent and almost 18 million orphans who have lost both parents around the world.

With the overwhelming need to care for these children and in recognition of November's Orphan Awareness Month, Piyo Piyo USA partners with Orphan Outreach, a nonprofit providing support to millions of at-risk children throughout the world, for a month-long giveback initiative.

These children are living in orphanages or on the streets, lacking the care and attention required for healthy development. These children are at risk for disease, malnutrition, and death. For orphans in Guatemala, the numbers alone are striking:

UNICEF estimates that there are over 370,000 orphans in Guatemala. Nearly 70% of families in Guatemala live below the poverty line. Over half of all children in Guatemala have chronic malnutrition. 32 out of 1,000 children die before they turn five years old.

During the month of November, donations received through Piyo Piyo USA's online checkout page will be matched by the baby gear company and then directly donated to Orphan Outreach to support its efforts to provide nourishment to the abandoned, abused and orphaned children in Guatemala.

“Our founders created Piyo Piyo because they cared deeply about giving nothing but the absolute best to their children. This philosophy is amplified throughout our company, from the meticulous research and development of our products to our dedication to excellence in customer service,” said Abby Hsu, operations at Piyo Piyo USA. “With this core message in mind, it was only natural to share our values with others who also strive to make the world a better place.”

After supplying an initial product donation to an Orphan Outreach program in Guatemala, Piyo Piyo USA now wants to take that donation a step further by providing much needed funding to help nourish and feed these at-risk children, and encouraging the nation to donate to this specific cause through online donations on its website.

“We are so thankful for Piyo Piyo’s commitment to the children in Guatemala. The children there are in desperate need and every donation makes a huge difference in their lives,” said Tiffany Taylor Wines, director of marketing at Orphan Outreach.

Piyo Piyo USA, named after the sound of a duckling, offers a vast product line with about 80 SKUs covering everything from baby care and feeding, to bath and potty, toys and gift sets. Known for its bright and fun product designs incorporating a cast of characters, Piyo Piyo products are available in six continents and over 20 countries.

Join Piyo Piyo USA in making a difference and shop with a purpose this month, visit: www.piyopiyousa.com. To learn more about how Orphan Outreach helps children in need, visit www.orphanoutreach.org.

As the season of giving begins, parents can teach kids more about helping others. Kids learn by watching, so invite your kids to accompany you when you volunteer, give food and gifts to others in need and teach kids to care by your example.