

FOR IMMEDIATE RELEASE:

## **ImageFIRST Announces Nationwide Backpack Donation Drive**

King of Prussia, PA – July 3, 2017 – ImageFIRST Healthcare Laundry Specialists announced their annual nationwide Backpack Donation Drive for the third year in a row, taking place the entire month of July.

The goal of the drive is to supply underprivileged children with all the school essentials they need to succeed. Participating ImageFIRST offices selected a local organization of their choice to donate their backpacks to. The chosen organization provided the ImageFIRST office a list of materials they need to fill the backpacks. Associates are tasked with donating supplies, and ImageFIRST will purchase the backpacks. Associates are also encouraged to reach out to their professional and personal network to get donations from their customers, vendors, friends, and family.

The associates will compile donated supplies to a designated drop-off point within the office before filling each backpack and delivering them. As done in the past two years, the drive kicks off on the first Monday of July and the final count will take place on Monday, July 31.

Last year, the healthcare linen rental and laundry services company donated over 1,000 backpacks to local schools and organizations throughout the country. The company hopes to donate even more this year. To help in that goal, the Corporate Office decided to make it a competition. The 40-some associates were assigned to teams named after famous school-themed movies. Each team must fill 20 backpacks before the others to be the winning team. The Corporate Office chose The Boys and Girls Club of Philadelphia (K-6<sup>th</sup> grade) to donate their filled backpacks to.

Beyond providing bed linen, scrubs, patient gowns and more to medical facilities throughout the country, ImageFIRST also offers quarterly community giving events opportunities to their associates. The company's Purpose is "to build a great company by positively impacting the lives of their associates, their community, their customers and their patients."

### About ImageFIRST:

Founded in 1967, ImageFIRST is the largest and fastest growing national linen rental and laundry service specializing in the outpatient medical market. ImageFIRST's 36 locations nationwide serve over 6,000 medical offices every week, providing linen, patient gowns, scrubs and much more while partnering with facilities to better manage linen inventory. With a customer retention rate of over 95%, ImageFIRST is dedicated to improving patient satisfaction through quality linens and remarkable service: their Comfort Care gowns product line increases patients' favorable perception of a facility by more than 50%.

For more information about ImageFIRST, your cost-effective solution for greater patient satisfaction, please visit [www.imagefirst.com](http://www.imagefirst.com) or call 800-932-7472.

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