



FOR IMMEDIATE RELEASE

Aug. 6, 2026

Contact: Terry Robinson | Director of Communications
and Public Relations | 225-367-6206 | trobinson4@ebrschools.org

EBR Schools to Host Back-to-School Drive-Thru Backpack Giveaway

BATON ROUGE, La. – The East Baton Rouge Parish School System is hosting a back-to-school drive-thru backpack event from 10 a.m. to noon Saturday, Aug. 8, at the EBR Schools Central Office, 1050 S. Foster Drive.

Families are invited to drive through the event to receive free backpacks filled with school supplies for K-12 students. The backpacks and supplies were donated primarily through the annual “Stuff the Bus” campaign by WBRZ.

To ensure as many children as possible benefit from the giveaway, each child must be present in the vehicle to receive a backpack. Backpacks will be distributed on a first-come, first-served basis while supplies last.

"Our community continues to show an incredible commitment to supporting our students," said Marlon Cousin, administrative director of Community Engagement Communications and Public Relations. "The generosity shown through our 'Stuff the Bus' campaign helps ensure children begin the school year with the supplies they need to learn, grow and succeed."

The annual Stuff the Bus campaign collects backpacks, notebooks, pencils, crayons, folders, paper and other classroom essentials to help reduce the financial burden on families while ensuring students are equipped for a successful start to the school year.

Event Details

What: Back-to-School Drive-Thru Backpack Giveaway

When: Saturday, Aug. 8, 10 a.m. to noon.

Where: EBR Schools Central Office, 1050 S. Foster Drive

Who: Any child in grades K-12 who is present in the vehicle.

