



FOR IMMEDIATE RELEASE

HANO and Community Partners Support Residents with Back-to-School Events *Kickoff Event with Cox Communications on Saturday, July 26*

New Orleans, LA – July 18, 2025 –The [Housing Authority of New Orleans](#) (HANO), through its **Resident Opportunities and Self-Sufficiency (ROSS) Program**, is partnering with **Cox Communications** and a coalition of organizations to host a series of **Back-to-School giveaway events** to support families living in HANO communities with supplies, services, and celebration ahead of the new school year.

The **ROSS Program**, a **HUD-funded initiative**, connects public housing residents—including elderly and disabled individuals—with education, employment, health, financial literacy, and social services that support long-term stability and self-sufficiency. These back-to-school events reflect that mission by removing barriers to access and ensuring families are set up for success.

The series will kick off **Saturday, July 26, 2025, from 12 p.m. to 2 p.m.** at [3450 Desire Parkway](#) to support residents of [The Estates](#). **This launch event is made possible through the generous support of Cox Communications.**

Participating partners include: 1 Life 1 Future, Aetna, AT&T, Baker Maid, Bonfolk Giving Good, Chase Bank, Cricket Wireless, The Elzey Foundation, Thrive 9th Ward, DePaul Community Health Centers, Healthy Blue, Humana, Just Life Insurance Partners, UnitedHealthcare and more.

“We are proud to work alongside Cox Communications and our amazing community partners to ensure HANO families are equipped, supported, and celebrated as the school year approaches,” said **Marjorianna Willman, HANO Executive Director**. “These events demonstrate the power of partnership and our shared commitment to uplifting New Orleans families.”

“We are grateful for the chance to give back to our neighbors in meaningful ways,” said **Sunni LeBeouf, Greater New Orleans Market Vice President at Cox**. “Cox Communications is all about connecting communities. Through fellow changemakers like HANO, we're using our technology and resources to help support families with tools and school supplies for a confident start to the school year—and that's what true community connection looks like.”

Families will enjoy free backpacks and school supplies, food, health resources, music, games, and giveaways as HANO and its partners work to eliminate gaps in access for residents.

Upcoming Events in the Series:

- **Friday, August 1, 2025** – [New Florida Community](#) at New Florida Playground ([2521 Independence St.](#)) | 5:00–7:00 PM
- **Saturday, August 2, 2025** – [Fischer Community](#) at the corner of [Hendee St. and Wagner St.](#) | 12:00–2:00 PM

Media Contact:

Ashley Fleming

Senior Communications Administrator,
Housing Authority of New Orleans

Email: afleming@hano.org

Phone: (504) 670-3282

About The Housing Authority of New Orleans:

The Housing Authority of New Orleans (HANO) is focused on providing affordable housing opportunities for low-income residents of the city of New Orleans while laying the foundation for economic sustainability. HANO serves over 22,000 low-income families through its affordable housing programs. HANO also serves public housing needs for the elderly, disabled, and veterans. Visit www.hano.org to learn more.