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News Release

MAP Furniture Bank Starts Billboard Campaign

Eight out of ten local residents have never heard of MAP Furniture Bank. They are unaware that they can have their unwanted furniture picked up for free and given to a neighbor who desperately needs it. This week, MAP Furniture Bank (MAP) will unveil a billboard campaign to change that.

“This is our first marketing effort of this magnitude,” said Jim Stein, president. “We are strategically placing the billboards in neighborhoods where furniture donation rates are low. We hope our neighbors respond to our call for help.”

The billboards will run for eight weeks in six different locations including; Gahanna, New Albany and Reynoldsburg. The campaign is made possible by a grant from the Solid Waste Authority of Central Ohio (SWACO).

“SWACO grants are designed to promote recycling and waste reduction,” said John Remy, director of communications. “We are very happy to partner with MAP Furniture Bank in their marketing program. We hope these billboards will prompt residents to help their fellow central Ohioans who can use their used and still useable furniture.”

MAP Furniture Bank accepts unwanted furniture, essentially recycling it into the homes of families in need. Last year, MAP recycled 305 semi-trailers worth of furniture, adding a week and a half to the life of SWACO’s landfill while furnishing the homes of 3,600 client families.

MAP Furniture Bank provides free furniture to central Ohio residents who are dealing with severe life challenges ranging from previous homelessness to mental disability. Nearly 80 percent of client families earn less than \$10,000 annually, leaving them unable to properly furnish their homes.

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