Media Coverage Report

Children's Services Duffels of Dignity TPA Donation

Aug. 4, 2026

Hillsborough County Florida
Communications & Digital Media

Summary of Event

Hillsborough County Children's Services assists many local children who are in traumatic situations, facing homelessness, or in need of emergency shelter. Some come without a bag to store their belongings, and unfortunately some are forced to use garbage bags to carry their few personal belongings. Foster care youth in Hillsborough County face similar needs.

Children's Services' Duffels of Dignity program was created to help these children and offer them a bit of courage and dignity. On Aug. 4, 2026, Tampa International Airport (TPA) gifted a generous donation of 238 suitcases, bags, and backpacks left behind as unclaimed luggage. This donation from TPA doubled last year's donation of 119 bags and highlights the importance of Hillsborough County's community connections.

Leading up to the event, Communications & Digital Media provided marketing and public relations support that included the following tactics:

- Media relations
- Newsroom story
- Social media messaging



The Children's Services and TPA teams celebrate the donation of 238 pieces of unclaimed luggage to Duffels of Dignity.

Media Coverage

Newsroom Story
Aug. 6, 2026: Unclaimed Luggage Finds New Purpose for Children in Need

Estimated Total Audience Reached: **356,157**

Estimated Total Media Value: **$207,573**



Aug. 4, 2026, WTSP:
Unclaimed Luggage Donated to Children in Foster Care

Aug. 4, 2026, WFLA:
TPA Donates Year Worth of Luggage

Aug. 11, 2026, WFTS:
Learn About Duffels of Dignity



Aug. 5, 2026, WFLA-AM:
More About Duffels of Dignity

Aug. 14, 2026, KRTR-FM:
Duffels of Dignity

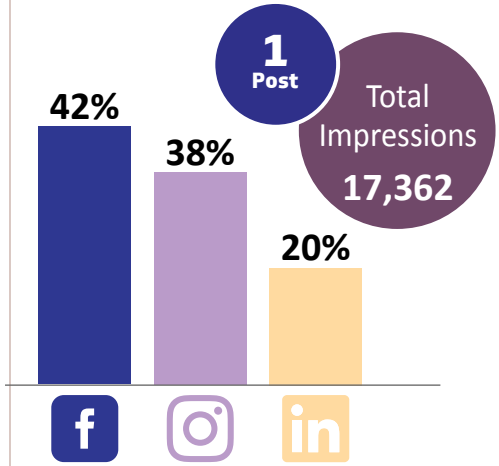


Aug. 4, 2026, WTVT:
Tampa International Airport donates hundreds of unclaimed bags to foster kids

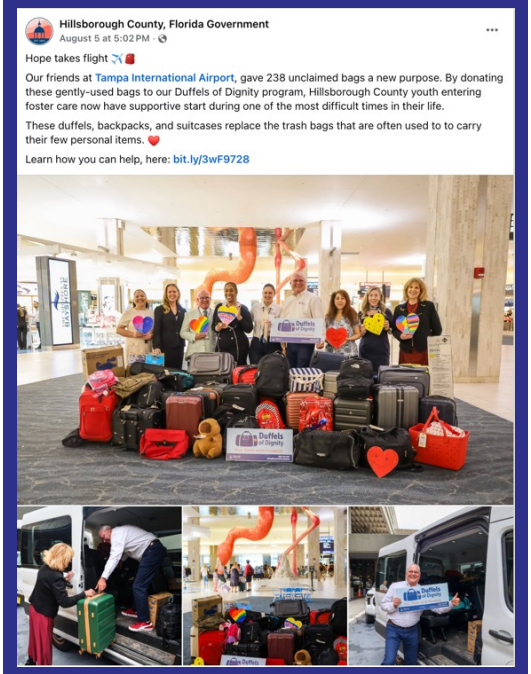
Aug. 4, 2026, Yahoo! News:
TPA donates unclaimed luggage to program for children in foster care

Aug. 24, 2026, 83 Degrees Media:
Hillsborough Children's Services, TPA turn unclaimed luggage into Duffels of Dignity

Social Media Engagement



Social Spotlight



Total Engagements: **1,023**

Hope Takes Flight