

For Immediate Release

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Source: HomeAid Atlanta

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JOIN HOMEAID ATLANTA'S 15th ANNUAL ESSENTIALS DRIVE

Help for homeless babies and their moms this Mother's Day

ATLANTA – March 18, 2016 - HomeAid Atlanta will host its 15th Annual Essentials Drive from April 25 – May 3, 2016 in honor of Mother's Day. The drive to benefit homeless babies and their mothers is a community-wide effort to collect "essential" baby products such as diapers, pull-ups, baby food, formula, baby wipes, and baby hygiene products. Everything collected through the drive will be distributed by HomeAid to local nonprofit organizations serving homeless families and young children in the metro Atlanta area. Of the estimated 10,000 people in Metro Atlanta who are homeless on any given night, 40 percent are women and children. Thanks to the support of many businesses, community organizations, and individuals, more than 160,000 essential baby items were collected through the drive in 2015, assisting hundreds of moms and babies in metro Atlanta.

Atlanta-based UPS will partner with HomeAid Atlanta for the tenth year to assist with delivery of donated items to local nonprofit organizations that provide housing and supportive services to homeless infants, toddlers, and families. Many of these organizations operate facilities that have been built or renovated in partnership with HomeAid Atlanta and include Action Ministries (Atlanta), Atlanta Mission (Atlanta), Ceek to Fulfill (Conyers), City of Refuge (Atlanta), Community Advanced Practice Nurses (Atlanta), Our House (Atlanta), Haven ATL (Atlanta), Helping Mamas (Snellville), HomeStretch (Roswell), Phoenix Pass (Conyers), Sheltering Arms (Atlanta), Solomon's Temple (Atlanta), and The Drake House (Roswell), with more recipients to be announced. The items will be delivered just before Mother's Day, providing critical support to these organizations and the families they serve.

This Mother's Day, HomeAid invites Atlanta to celebrate mothers by joining the 15th Annual Essentials Drive. Get involved by:

- Hosting a collection within a business or organization and/or act as a public drop-off location.
- Donating new baby items at any public drop-off site located around metro Atlanta.
 - A list of drop-off locations is available online at <http://www.homeaidatlanta.org/outreach-Essentials-Drive-1.cfm>
- Purchasing an item off the [Amazon](#) or [Target](#) baby registries.
 - Registry info—First Name: HomeAid Last Name: Atlanta
- Making a financial contribution to the Essentials Drive.
 - Donate online at <http://www.homeaidatlanta.org/outreach-Essentials-Drive-1.cfm>

All donations are tax-deductible as allowed by law. To learn more about the 2016 Essentials Drive, visit www.homeaidatlanta.org or contact HomeAid Atlanta at 678-775-1401 or info@homeaidatlanta.org.

The Essentials Drive was first launched by HomeAid Atlanta in 2002, and since then more than 740,000 essential baby items have been collected and distributed. As the growth in homeless families increases the demand for services, the need for essential baby items continues to grow. **HomeAid Atlanta**, founded in 2001, is a nonprofit organization that builds new lives for homeless families and individuals through housing and community outreach. HomeAid works in partnership with the Greater Atlanta Home Builders Association, as well as community building industry organizations, to assist the temporarily homeless. To date, HomeAid Atlanta has completed 53 housing, remodel and care day projects at locations that serve victims of domestic violence, teen mothers, abused and abandoned children, and more. Learn more at www.homeaidatlanta.org.

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