

FOR IMMEDIATE RELEASE

CONTACT: Mandy Crater

678.775.1401

info@homeaidatlanta.org

www.homeaidatlanta.org



HOMEAID ATLANTA'S 2019 ESSENTIALS DRIVE

HomeAid invites Atlanta to celebrate Mother's Day with donations of essential baby supplies.

ATLANTA, GA - FEBRUARY 14, 2019 - HomeAid Atlanta will host its 18th Annual Essentials Drive from April 29 –May 7, 2019 in honor of Mother's Day. The Essentials Drive is a metro Atlanta-wide drive to collect "essential" baby items including diapers, baby wipes, baby food, and formula for homeless infants and toddlers. An estimated 5,700 people in metro Atlanta are homeless on any given night and approximately 40% are families. Since 2002, thanks to overwhelming community support, HomeAid's Essentials Drive has collected over 1.2 million baby items, assisting countless babies and their mothers in the metro Atlanta area.

Just before Mother's Day, Atlanta-based **UPS** will partner with HomeAid for the 13th year to assist with donation delivery. The collected baby items will go to local nonprofit organizations that provide housing and supportive services for homeless infants, toddlers, and families. Many of these organizations operate in HomeAid-built facilities.

This Mother's Day, HomeAid invites Atlanta to celebrate mothers by joining the 18th Annual Essentials Drive. There are many ways to get involved, including donating baby items or funds, coordinating a collection at your office, church or civic organization, and volunteering. To pledge your support, contact Karen McLane, HomeAid Atlanta's Director of Community Outreach at 678.775.1450 or karen@homeaidatlanta.org.

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 building industry, as well as community organizations, to assist people experiencing homelessness. To date, HomeAid Atlanta has completed over 100 housing, remodel and care day projects at locations serving victims of domestic violence, teen mothers, veterans and more. HomeAid is the designated charity of the Greater Atlanta Home Builders Association. Learn more at www.homeaidatlanta.org.

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A graphic for the HomeAid Atlanta Essentials Drive. It features a baby's legs in a white diaper with colorful icons. The text reads: "JOIN THE ESSENTIALS DRIVE!" in bold black letters, "April 29 to May 7, 2019" in blue letters, and "Help homeless babies & their moms this Mother's Day!" in bold black letters. At the bottom, there is a small HomeAid Atlanta Essentials logo and the text "GET INVOLVED AT WWW.HOMEAIDATLANTA.ORG".

JOIN THE ESSENTIALS DRIVE!

April 29 to May 7, 2019

Help homeless babies & their moms this Mother's Day!

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