

FOR IMMEDIATE RELEASE

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JOIN HOMEAID ATLANTA'S 18TH ANNUAL ESSENTIALS DRIVE

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

HomeAid Atlanta's 18th Annual Essentials Drive kicks off on April 29 and runs through May 7 in honor of Mother's Day. The Essentials Drive is a metro Atlanta community-wide effort to collect essential items for Atlanta's homeless babies and their families, such as diapers, baby wipes, baby food and formula. On any given night, an estimated 5,700 metro Atlanta residents are homeless, with almost 50% percent of them being women and children. HomeAid Atlanta first launched the Essentials Drive in 2002 in an effort to provide aid to this most vulnerable homeless population. Thanks to community support, the Essentials Drive has collected more than 1.2 million essential baby items, assisting countless babies and moms.

"Without being able to meet the basic physical needs of our children, we would not be able to work beyond that to meet their social, emotional, educational, and developmental needs. This allows us to work with children and their families to reach a place where they are no longer concerned for day to day necessities, but contributing to society and living lives that go beyond their next meal, diaper, or bath," said Stacey B. Jones, Children's Services Leader at Atlanta Mission.

Just before Mother's Day, Atlanta-based UPS will collaborate with HomeAid Atlanta for the thirteenth year to assist with delivery of donated items. All donations go to local nonprofit organizations that provide housing and supportive services to homeless infants, toddlers, and their families.

It's easy to get involved with the Essentials Drive and make a difference!

- Donate new diapers, wipes, baby formula, or baby food to the Essentials Drive. Visit www.homeaidatlanta.org for a map of over 50 Atlanta-area drop off locations.
- Shop for donations online via HomeAid's Target and Amazon baby registries. Type "HomeAid" for the registrant's first name, and "Atlanta" for the last name. Shipping charges may apply.
- Financial contributions to purchase baby items are accepted via www.homeaidatlanta.org, (click DONATE).

This year, donations will go directly to the following organizations and the families they serve:

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| • Action Ministries | • The Drake House | • Our House |
| • Atlanta Children's Shelter | • Family Promise of Hall County | • Rainbow Village |
| • Atlanta Dream Center | • Forsyth County Family Haven | • Salvation Army- Red Shield Services |
| • CAPN | • 4Sarah | • Solomon's Temple |
| • Ceek 2 Fulfill | • HavenATL | • United Methodist Children's Home |
| • City of Refuge | • Helping Mamas | |
| • Crossroads Community Ministries | • House of Dawn | |
| • Decatur Cooperative Ministry | • Nicholas House | |

All donations are tax-deductible as allowed by law. To learn more, visit www.homeaidatlanta.org or contact HomeAid Atlanta at 678.775.1401 or info@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 building organizations, to assist people experiencing homelessness. To date, HomeAid Atlanta has completed over 120 housing, remodel and care day projects at locations that serve 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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