



# CITY OF BALDWIN PARK

## Press Release

### For Immediate Release

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### **“Santa Clothes” event brings holiday cheer to Baldwin Park children**

**BALDWIN PARK, CA** – The smiles and laughter of hundreds of children will fill Baldwin Park’s Walmart Supercenter as they search for a new pair of shoes and new clothing at this year’s “Santa Clothes” event. Now in its 25th year, this philanthropic tradition allows Baldwin Park youth in financial need to experience the joy of receiving new gifts during the holiday season.

“We’re proud of the impact that the ‘Santa Clothes’ program has had in creating a memorable holiday season for Baldwin Park youth,” said Baldwin Park Mayor Emmanuel J. Estrada. “We thank our partners, donors and community for their generosity, and for amplifying the holiday spirit in Baldwin Park through this event.”

This year’s event participants will convene at the [Walmart Supercenter](#) at 6:45 a.m. on Tuesday, December 6. There, participating children will be matched with personal shoppers, who will help them find the right pair of shoes and clothing item. The ‘Santa Clothes’ program has raised \$48,000 this year to serve 405 participating students.

The ‘Santa Clothes’ event represents a partnership between the Baldwin Park Charitable Relief Foundation, the City of Baldwin Park, Baldwin Park Unified School District and local businesses that has led to a 25-year tradition of giving and has made the holidays brighter for thousands in Baldwin Park. Over the past two-and-a-half decades, the event has served a total of 7,266 students and raised \$398,500.

#### **About the City of Baldwin Park**

Baldwin Park is a nearly seven-square-mile, suburban community of 72,000 residents in the heart of the San Gabriel Valley. As the hub of the San Gabriel Valley, Baldwin Park is known for its ease of access and mobility, young and diverse residents, and vibrant, growing business community. For more information, visit [baldwinpark.com](#) or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark\_CAGov), and Twitter (BaldwinParkCA\_)

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