



CITY OF BALDWIN PARK

Department of Recreation & Community Services

PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Holiday philanthropic event to benefit local Baldwin Park students at Santa's Clothes Program

BALDWIN PARK, CA (December 6, 2018) – Organizers for one of the City's largest philanthropic event are excited for the annual "Santa Clothes" program and final preparations are underway for a special shopping spree for 350 students at Walmart Superstore in the City, an increase of 50 students from 2017.

In its 21st year, the "Santa Clothes" program provides local, underprivileged school children with the opportunity to shop for the holidays. The effort is made possible through a remarkable cooperation of the City of Baldwin Park, the Baldwin Park Unified School District, Walmart, local businesses and citizens. During one upcoming December morning, Baldwin Park Walmart associates plan to welcome another 350 children – along with business owners, community volunteers, and city and district staff – to roam the aisles of their store and select clothing for the holiday season.

The event has been quite successful every year, but the needs of the community continue to rise as well, organizers said.

Manny Carrillo, director of recreation and community services, noted that 100 percent of funding for Santa Clothes – projected at about \$17,500 for clothes and \$5,000 for toys/gifts– comes via donations from the city, school district, businesses, and citizens. In previous years, sponsorships have filtered in from Walmart, Kaiser Permanente Medical Center, Waste Management, Allan Company, California Schools Employees Association and SCE Credit Union, among other community groups and businesses. These organizations have already committed for this year's event, along with new partners such as Brownstein Hyatt Farber Schreck, and other donations that vary from private long-time supporters to first time donors as well as from creative fundraisers such as Mr. Foncesa's

Math Classes but there is still a shortage in sponsorships to help organizers reach their goal of serving another 350 students this year.

For those who would like to contribute to the effort, monetary donations are welcomed for "Santa Clothes." A \$50 donation helps secure one child's participation in the program. Interested donors may make checks payable to the Baldwin Park Charitable Relief Foundation by December 10. These tax-deductible donations are accepted on a year-round basis; all donations will be used specifically for this program.

Monetary donations may be made out to the Baldwin Park Charitable Relief Foundation and mailed to or dropped off at the Esther Snyder Community Center (ATTN: Santa Clothes Program), 4100 Baldwin Park Boulevard, Baldwin Park, CA 91706.

It is hard to describe how much these new outfits mean to the children, many of who have never worn brand new clothes for the holidays, or select a gift of their choice. All children selected to be in the program live and attend school in Baldwin Park.

On behalf of the entire Baldwin Park Charitable Relief Foundation team, we thank you for your generous contribution to the program and invite you to take part in the annual holiday tradition.

About Baldwin Park

The City of Baldwin Park Department of Recreation and Community Services provides year-round recreation activities and community services to residents of Baldwin Park and surrounding communities. For additional information, please contact the Department of Recreation and Community Services at (626) 813-5245.

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