

For Immediate Release

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Baldwin Park to Host 27th Annual “Santa Clothes” Event

BALDWIN PARK, CA — On Tuesday, Dec. 3, the City of Baldwin Park will gather hundreds of children in need for the 27th Annual “Santa Clothes” event. Each December, the City rallies around this opportunity to provide a memorable holiday experience for its youth, raising thousands of dollars to support hundreds of kids.

“Santa Clothes’ is a beloved tradition and a testament to the heart and generosity of Baldwin Park,” said Baldwin Park Mayor Emmanuel J. Estrada. “This event is about much more than just gifts — it’s about showing our young students that they are supported, valued, and celebrated. It is truly inspiring to see our community come together every year to make this happen.”

The event kicks off at 6:45 a.m. at Baldwin Park’s Walmart Supercenter, where 380 participating students will be paired with personal shoppers to select clothing, shoes and holiday gifts. Thanks to the generosity of donors and partners, the City has raised \$45,600 in gift cards and toys this year, ensuring a brighter and more joyful holiday season for local children.

The City of Baldwin Park partners with the Baldwin Park School District and local businesses to host Santa Clothes, which has been a cornerstone of the community since its inception in 1997. The program has raised \$496,500 and served more than 8,071 children over its 27-year history. Beyond the gifts, the event provides opportunities for children to connect with mentors, boost self-esteem and savor the joy of the holiday season.

“We deeply appreciate the incredible generosity of our partners, volunteers and donors who make this event a success year after year,” Estrada added. “For nearly three decades, this program has uplifted students in and out of the classroom, fostering confidence and joy. We’re proud to bring the magic of the holidays to life through ‘Santa Clothes.’”

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_).