



CITY OF BALDWIN PARK

Press Release

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City of Baldwin Park to Host 28th Annual Santa Clothes Event

BALDWIN PARK, CA – On Tuesday, Dec. 2, the City of Baldwin Park will kick off the season of giving with its 28th Annual “Santa Clothes” event. The City is grateful to continue partnering with the Baldwin Park Unified School District and local businesses to provide a memorable experience for local children each year.

“The ‘Santa Clothes’ event is one that is near and dear to the heart of Baldwin Park”, said Baldwin Park Mayor Alejandra Avila. “For nearly three decades, we have come alongside our young students every holiday season to instill them with confidence, both in and out of the classroom. This event truly underscores the compassion and unity that define our City.”

The event will begin at 6:45 a.m. at Baldwin Park’s Walmart Supercenter and will pair 397 students with personal shoppers to select clothing, shoes and holiday gifts. This year, the program has received \$5,310 in donations. Since the initiative’s inception in 1997, “Santa Clothes” has brought warmth and joy to over 8,456 students, raising \$542,100. Beyond the gifts, the event provides opportunities for children to connect with mentors, boost self-esteem and savor the joy of the holiday season.

The City is thankful for the impactful contributions from its donors, volunteers and partners who make this program possible year after year. Their dedication to “Santa Clothes” and the Baldwin Park youth embodies the true spirit of the holidays — one rooted in giving and gratitude.

“‘Santa Clothes’ is more than a yearly holiday tradition; it is a celebration of our community’s kind and charitable spirit,” Avila added. “We are proud to bring the magic of the holidays to each of these students and their families through this gratuitous event.”

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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