

## MEET EACH NEED WITH DIGNITY



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### For Immediate Release

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### PHOTO OPPORTUNITY

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## Santa's helicopter and red Cadillac spotted in Pacoima

*Santa to deliver gifts to families in need in a very special way*

- WHAT:** Santa makes his special flight again this year for MEND – Meet Each Need with Dignity, the San Fernando Valley's largest poverty-relief agency. Santa will arrive by helicopter and deliver gifts for MEND's annual Christmas Basket Distribution. Families traditionally line up around the MEND building early in the morning, eager to choose toys from the MEND "Toy Land" and receive their holiday basket.
- WHERE:** Santa's helicopter will land at Whiteman Airport near Pierce Street and a classic red Cadillac will drive him to the MEND Center at 10641 N. San Fernando Rd, Pacoima.
- WHEN:** Saturday, December 14, 2013. Helicopter arrives at 8:40 a.m. Gift distribution will continue at MEND until 5 p.m.
- WHO:** MEND identified 1300 of the area's neediest families to receive Christmas Baskets which include enough food for Christmas dinner plus staple items, a new blanket and a new gift/toy for each child under the age of 14. Each of these families was visited in their home to determine their need and thus the size of their basket.
- WHY:** To enhance Christmas and the holiday season for families who would otherwise do without.

*Event sponsored by Agora Realty & Management Inc., Plaza del Valle and Wells Fargo.*

**ABOUT MEND**

MEND-- Meet Each Need with Dignity, serves an average of 38,500 and as many as 42,500 poverty –level clients each month, while remarkably keeping operating costs to less than 6%. It is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND takes a holistic approach to relieve the effects of poverty by providing basic human needs while giving their clients the tools, education, training, support and opportunities that foster self-reliance.

Born as a volunteer-powered organization four decades ago in a garage, today MEND benefits from the assistance of more than 4400 volunteers (and only 31 paid staffers) to implement its vast array of programs that provide food; clothing; medical, dental and vision care; job training; classes for adults in English as a Second Language, literacy, computer classes; math, reading and science tutoring for kids; showers and other services for the homeless; and a Holiday Basket Program for 1300 pre-screened families in need.

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