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Easter Shopping with the Mothers of Martha's Village & Kitchen. Life Lessons on Budgeting and Providing for Families.

(Indio, California—March 19, 2010) On Saturday, March 27, 2010 from 7:00 am to 8:00 am, resident mothers at Martha's Village & Kitchen will go Easter shopping at the Target store in Indio to purchase new clothes for their children. This special annual event will change lives and help to break the cycle of homelessness.

Local volunteers will act as mentors for a day by shopping with these mothers and helping them budget the allotted \$75 that Martha's Village provides through donations. Prior to living at Martha's Village, these mothers were homeless. Many will experience the joy of giving their children new Easter clothing for the first time. Armed with calculators and one hour to shop, this excursion puts to practice the budgeting and life skills they are learning at Martha's Village's Career & Education Center. Classes include: Adult Education, Challenge to Change, Community Living, Computer Skills, Conflict Resolution, English as a Second Language, GED preparation, Job Seeking Skills and Time Management.

Shopping day is full of excitement and bustle as the mothers and volunteers scour the store with calculators in hand for the best value and biggest bang for their buck. The shopping outing gets even more exciting at the checkout as residents anxiously watch the register, knowing that they can't go over their budget. Using newly acquired skills, shoppers must figure out how to spend exactly \$75. The volunteer/mentors provide advice and assistance. They also must consider what it takes to outfit a child. This means basics from underwear, socks and shoes to pants, shirts, skirts and dresses. How to get the most out of that \$75 is one of life's lessons families are learning at Martha's Village as part of its mission to help these families create new lives of self-

sufficiency and self-respect so they can support themselves and break the cycle of homelessness.

These shopping trips are much needed. In addition to clothing, they bring dignity to families which is key to creating new lives. Every \$75 donated provides clothes for one child. To make an Easter Shopping tax-deductible contribution, visit our website at www.marthasvillage.org or contact Cathy Hernandez, 760-347-4741 x306, who can also give information on becoming an Easter Shopping Volunteer/Mentor for a day.

About Martha's Village & Kitchen: Founded in 1990, Martha's Village & Kitchen continues to celebrate 20 years of making a difference. It is the largest provider of comprehensive homeless services in Riverside County. Its continuum of care provides a place for people to regain their lives and includes Emergency and Transitional housing for single adults and families, Counseling, Job Skills, Career and Education Training, Medical Care and Children's Services. Martha's Village & Kitchen also provides services to the community at its Medical Clinic, Emergency Services such as food boxes, clothing vouchers, infant supplies, utility, transportation & rent assistance and a daily meal to the public. Every dollar raised for Martha's Village & Kitchen stays in the Coachella Valley to continually serve its neighbors in need.

www.marthasvillage.org

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