

## PRESS RELEASE

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ATTENTION: PHOTOGRAPHERS/REPORTERS



### **Bright Beginnings Help the Homeless mini-walk and rally promotes action for homeless families with young children**

WASHINGTON, DC: Bright Beginnings, Inc., a child and family development center for homeless families with young children, will hold a Help the Homeless Mini-walk at the Perry School on Saturday, November 5, 2011 10 a.m.-noon to prompt in-person and virtual action for homeless children and parents. Supporters will be urged to take action for homeless families through support for the mini-walk at Bright Beginnings, the walkathon on the National Mall on November 19, 2011 and through viral marketing to their social networks to encourage their friends and family to act for homeless children and their families.

Our Bright Beginnings Mini-walk will provide many different ways to support homeless families through registration and donations to our mini-walk or the walkathon, donation of non-perishable food for Thanksgiving baskets for homeless children; capture their handprints on our *hands against homelessness* mural; and join our parade of staff, teachers, parents and children down M Street in Ward 6 to bring much-needed visibility to the issue of homelessness in our community. Virtual supporters will post supportive messages on social media and share the work of Bright Beginnings with their networks and create their own virtual *hands against homelessness* art.

The Bright Beginnings Mini-walk is part of Fannie Mae's Help the Homeless Walkathon program, which includes community mini-walks as well as the walkathon on the National Mall on November 19, 2011. Bright Beginnings is one of the many beneficiary organizations who serve homeless families in the region and raises financial resources and support through the Help the Homeless Walkathon program. The mini-walk will be held on Saturday at 128 M Street, NW between 10 a.m.-noon.

"The Bright Beginnings Mini-walk is a simple way to show support for the most vulnerable families in our community. Every action helps whether it is in person or through virtual action. Let's all take 2 hours on Saturday to focus on the needs of homeless children and their families," says Dr. Betty Jo Gaines, Executive Director at Bright Beginnings.

In the District of Columbia, more than 600 children 5 years old or younger\* were homeless last year. Bright Beginnings helps to address the needs of homeless families with young children with a holistic program that incorporates educational and therapeutic support for young children that prepares them for kindergarten and intensive parent services that stabilize their families. \*Source: *The Washington Post* (10/27/2010)

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