

FOR IMMEDIATE RELEASE

Martha's Village and Kitchen
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**Martha's Village and Kitchen Opens Cooling Center to the Homeless
and Impoverished For Hot Summer Months**

Indio, California--- The Cooling Center is now open at Martha's Village and Kitchen as an escape from the heat for the homeless and less fortunate community members of the Coachella Valley.

In the Palm Springs/Indio area, temperatures soar above 110 degrees on a frequent basis during the summer months. With temperatures rising to life threatening levels, many homeless or impoverished individuals have nowhere to go to find relief from the heat. Linda Barrack, President and CEO of Martha's Village and Kitchen, said "Our Cooling Center is an important resource for the community. It alleviates electric costs for the working poor and those on fixed incomes. For the homeless, it offers an escape from the extreme weather. This is so important because during this time of year, the homeless population is susceptible to health issues and complications that can lead to hospitalization or even death. Opening up our Cooling Center is just one of the ways we try to help those in need."

Extreme heat can cause "heat exhaustion", characterized by heavy sweating, intense thirst, weakness, dizziness, visual disturbances, nausea, headache, breathlessness and palpitations. Most of these symptoms can be relieved by seeking cooler temperatures, drinking clear fluids and resting. If symptoms of heat exhaustion are not treated, they can also lead to "heat stroke". Sadly, the oldest and youngest are most vulnerable to the heat.

Martha's Cooling Center provides a cool environment, drinking water and movies for entertainment. The Cooling Center is open to the homeless as well as impoverished community members that either don't have air conditioning or can't afford to run their air conditioner at home all day. The Cooling Center is open daily from 11 AM to 3 PM, the peak temperatures of the day. Those seeking relief in the Cooling Center can also access public lunch which is served Monday-Friday.

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About Martha's Village and Kitchen

Martha's Village and Kitchen is one of the largest providers of homeless services in the Coachella Valley and Riverside County. The founders began serving meals to their homeless neighbors in 1990. Martha's Village and Kitchen offers programs based on the nationally recognized "continuum of care model". Their programs include Residential Transitional Housing, Food Services, Children's Services, Career and Education, Healthcare, Case Management and Emergency Assistance. The organization prides itself on serving their neighbors by responding to their needs with food, clothing, shelter and an opportunity to become self-sufficient by affirming their dignity with respect, support and compassion.

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