

FOR IMMEDIATE RELEASE

Martha's Village and Kitchen

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Martha's Village & Kitchen partners with BrightDyed Designs to host Free Pop-up Shop

INDIO, CA (August 9, 2019) Martha's Village & Kitchen and BrightDyed Designs are proud to host a Pop-up Shop to provide a free shopping experience to impoverished and homeless families, children, and individuals in the Coachella Valley. This event is open to the public and takes place Wednesday, August 14, 2019 from 9am-4pm at Martha's Village and Kitchen.

The Pop-up Shop will provide members of the community with an opportunity to personalize their experience by choosing their own items. "When Jennifer Thompson, Co-Owner of BrightDyed Designs contacted Martha's about partnering for this unique community event, I knew that we wanted to be a part of it and together we could really help the community" said Linda Barrack, CEO and President of Martha's Village and Kitchen.

Many businesses across the Coachella Valley have come forward to accept donations on our behalf and spread the word through social media networks. In addition, Council Members from The City of Indio, Waymond Fermon and Oscar Ortiz and 28th Senate District Director, Glenn Miller have shown their support confirmed attendance on event day.

Items for the pop-up shop are new and gently used items that have been collected from distribution sites throughout the Coachella Valley. Each person in attendance will receive a bag that can be filled with items to fit their specific needs. Volunteers and MVK Staff will be onsite to assist with questions and direct attendees to specific items.

For more information on donating, becoming a volunteer for this exciting event or other ways to help Martha's Village and Kitchen through special events, please contact Erica Siqueiros at 760-347-4741 Ext. 128 or, esiqueiros@marthavillage.org

About Martha's Village and Kitchen

Martha's Village & Kitchen is one of the largest providers of homeless services in the Coachella Valley and Riverside County. Almost a quarter of a million meals are provided by Martha's to those in need each year. Martha's Village & Kitchen offers programs based on the nationally recognized "continuum of care model." Programs include Homeless Housing, Food Services, Children's Services, Career and Education, Healthcare, Case Management and Emergency Assistance. Martha's Village & Kitchen serves neighbors in need 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.