

## **Martha's Village and Kitchen**

83-791 Date Avenue

Indio, California 92201

<http://marthasvillage.org>

# Martha's

VILLAGE & KITCHEN

TOGETHER WE ARE CHANGING LIVES!

### **Media Contact:**

Larissa Kerstetter

[lkerstetter@marthasvillage.org](mailto:lkerstetter@marthasvillage.org)

760-347-4741 ext. 120

## **Martha's Village & Kitchen and BrightDyed Designs host Winter Pop-Up Shop**

Indio, California--- Martha's Village & Kitchen and BrightDyed Designs were proud to host a Winter Pop-Up Shop to provide another free shopping experience to the impoverished and homeless families and individuals in the Coachella Valley. The event was open to the public and took place on Wednesday, January 22, 2020 from 9:00 am - 4:30 pm at Martha's Village and Kitchen. Over 511 individuals were provided free items from the event.

The Pop-Up Shop provided members of the community with the opportunity to personalize their shopping experience by choosing their own items. Many businesses across the Coachella Valley participated in collecting donations on behalf of the event. Items donated included new and gently used coats, sweaters, jeans, gloves, hats, blankets, socks and shoes. Each person in attendance received a bag of items that were filled with their specific needs.

Special thank you to all the volunteers and businesses who participated in this event. Donation locations included: Jadabug's Kids Boutique (La Quinta), About Families, Inc. (La Quinta), Bobby's Detroit Coney Island (La Quinta), The Locklear Group (La Quinta), Skin Bar the Experience, Jiva Collections (Rancho Mirage) and the Dance Program (Cathedral City).

### **About BrightDyed Designs**

BrightDyed Designs is rooted in the shared love of tie dye designs, arts and crafts. BrightDyed is owned and operated in La Quinta, CA, by Jennifer and her daughters, Caitlyn and Samatha. Every design created is handmade by these ladies. 2017 brought about the concept of BrightDyed, with Caitlyn naming the business and Samantha creating the background for the business logo. We sell our hand dyed, hand painted and handmade items on our website [www.thebrightdyeddesignshop.com](http://www.thebrightdyeddesignshop.com) and at select fairs. We also offer party packages and other services at [www.brightdyeddesigns.com](http://www.brightdyeddesigns.com).

### **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. The organization began in 1990 when the founders served meals to their homeless neighbors. Today, from its campus in Indio, CA, Martha's Village offers unique life-changing programs based on the nationally-recognized "continuum of care model" breaking the cycle of homelessness. Through this gateway to hope, people regain their lives becoming responsible, self-sufficient and productive citizens while passing on their newfound independence and life skills to their children and families. Changing one person's life, changes generations of lives. [www.marthasvillage.org](http://www.marthasvillage.org).