



COMUNIDADES LATINAS UNIDAS EN SERVICIO

FOR IMMEDIATE RELEASE

Contact: Kendall Carlson
CLUES Communications and Events Manager
651-379-4258 (office) 303-929-9269 (cell)
kcarlson@clues.org
www.clues.org

CLUES - Comunidades Latinas Unidas En Servicio

CLUES to offer 13th Annual Event Providing Holiday Gifts to Children in Need

Minneapolis, (Dec. 12th) & St. Paul, (Dec. 19th)

(FACTS) In 2013, CLUES provided gifts to over 1,500 children making the holiday season brighter for both them and their families. Our goal for 2014 is to provide new, age-appropriate toys to over 1,700 children. During this season of joy, CLUES will host two day-long events, titled *Al Niño con Cariño – To A Child with Love*, one at each of our offices located in Minneapolis and St. Paul. During the events, we will distribute gifts with the help of volunteers and provide families with a true holiday celebration complete with gift wrapping, snacks and beverages, and children’s activities.

(QUOTATION) *“CLUES Al Niño con Cariño Event reaches the families most in need in our communities,”* said Karla Bachmann, CLUES Vice President of Programs. *“For children whose parents are struggling, Al Niño con Cariño can often mean the difference between a holiday with presents and one without.”*

“For the past 13 years, CLUES has offered holiday cheer to our clients and their families through Al Niño con Cariño,” said Ruby Lee, CLUES President. *“Through the collective efforts of staff, volunteers, donors, and corporations, CLUES gives hope and joy to families at a time when they need it the most.”*

(EVENT/PROGRAM BACKGROUND) These events offer low-income families the opportunity to select gifts for their children during the holiday season. With the help of corporate volunteers, CLUES’ offices turn into a veritable winter wonderland; while children wait, watching holiday movies, decorating cookies, and playing games, their parents step into a room filled with donated new toys where they carefully pick out gifts for each of their children. These gifts are carefully wrapped by volunteers to keep the magic of the holiday season alive. As word of *Al Niño con Cariño* spreads further within our community each year, we are constantly seeking more donations and volunteers to make this holiday season brighter for the many families that come to CLUES for help.

(ORGANIZATIONAL HISTORY IN RELATION TO TOPIC OF PRESS RELEASE) CLUES began hosting *Al Niño con Cariño – To A Child with Love*, a holiday event offering gifts and cheer to the families we serve, in 2001 after discovering that many of our clients did not have the means to celebrate the holidays with their families. The initiative began as a small effort to provide toys and other needed items to a select number of sponsored families and has since grown with the help of many dedicated staff, volunteers, and community partners. As our capacity to reach more families has increased every year, so has the community need.

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About CLUES: [CLUES](http://www.clues.org) is in its 33rd year of service to the community and has been among the top twenty-five Hispanic non-profit agencies in the United States, as ranked by Hispanic Business Magazine. Our mission is to “enhance the capacity of Latino families to be healthy, prosperous, and engaged in their communities.” CLUES programs are designed to empower Latinos and immigrants by meeting them where they are, by harnessing their

strengths, and by honing their skills. Through our programs, our clients are becoming physically and mentally healthier, are attaining higher levels of education, and are seeking better opportunities and jobs. As a result, Latino and immigrant families are becoming stronger, more financially stable, and better able to actively participate in the community.