



FOR IMMEDIATE RELEASE
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The Midnight Mission Hosts Annual Christmas Brunch & Toy Giveaway
Sponsored by Spectrum and Management 360

- WHO:** Event Sponsors **Spectrum** and **Management 360**, The Midnight Mission, and hundreds of volunteers will be on hand to serve as elves/helpers. Entertainment will be provided by strolling carolers from **Tahauri Family Singers** and **Urban Voices Project**.
- WHAT:** Thousands of homeless men, women, and children will be welcomed for a hearty Christmas brunch on Christmas morning. Concurrently, The Midnight Mission will host Santa's Village, where thousands of homeless and near-homeless children will be able to select toys of their choice and meet Santa Claus. Santa's Village is made possible by hundreds of volunteers, businesses, service groups, and individuals who have helped us to collect thousands of toys over the last few months to distribute on Christmas.
- WHEN:** Wednesday, December 25, 2019 - 8:00 a.m. to 12:30 p.m. or until everyone is served.
- WHERE:** The Midnight Mission at 601 South San Pedro Street, LA 90014
- WHY:** Thousands of people will have the opportunity to enjoy the Christmas holiday. Families typically start arriving on Christmas Eve to secure their place in line hours before Santa's Village opens. Each year, we see parents express their gratitude as they witness their children's joy in meeting Santa, Mrs. Claus, and their elves before selecting their special gifts from Santa's Village.
- This event will provide our homeless and near-homeless guests not only with a traditional holiday meal but also with the emotional satisfaction that comes with the opportunity to celebrate a national holiday. Of the many services The Midnight provides to our unique community, one of the most important is the sense of family we offer to those who often feel lost and forgotten during the holidays and other days of celebration.
- MISC:** We are appealing to our community and the hundreds of volunteers that will be working with us to donate \$5 to \$10 each to help us cover the cost of the nearly 2,000 meals we will be serving. Donations can be made by texting the keyword "Meals" to 71777 from any cell phone or by [clicking here](#).

About The Midnight Mission: Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit www.midnightmission.org.