

FOR IMMEDIATE RELEASE

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MARKETPLACE LONG BEACH TO HOST FOOD DRIVE ON SATURDAY NOVEMBER 22ND

Marketplace Long Beach will host a community food drive in association with Christian Outreach in Action (COA) on Saturday November 22nd from 9am to 5pm at its location on the corner of PCH and 2nd Street in Long Beach.

(Long Beach, CA) Marketplace Long Beach will host a community food drive in association with Christian Outreach in Action (COA) on Saturday November 22nd from 9am to 5pm at its location on the corner of PCH and 2nd Street in Long Beach. The Marketplace Long Beach is the home to over 52 merchants and continues to be the center of community activity throughout the year from summer concerts and events to holiday festivities, Santa's workshop, and holiday toy drives. "The merchants at Marketplace Long Beach are dedicated to supporting the community through events such as free concerts, food drives and toy drives," states Dawn Stanley, president of the merchants association. "We understand that in these trying times we all need to come together as a community and help those in need. As longstanding merchants and business owners in the city of Long Beach we appreciate our patrons and customers and are eager to work with our community to help those in need throughout this holiday season."

Christian Outreach in Action (COA) is a non-profit, non-denominational, multi-cultural, compassionate organization that follows faith-based teachings to break the cycle of poverty and homelessness in the Long Beach community. COA's mission is to teach the disadvantaged the skills necessary to reach and sustain self-sufficiency, and to prevent homelessness. COA's primary goal is to break the cycle of poverty and homelessness by assisting homeless and low-income people regain stability and self-sufficiency. "We have seen a 40% increase in requests for food from our facility in the last year," explains Dixie Dohrman, Executive Director of COA. "We are seeing a dramatic increase in requests for groceries from families that have jobs and are paying rent but do not have money left at the end of the day to purchase food. We are finding that the needs in all areas are increasing but the funding and donations are decreasing so food drives such as the one that Marketplace Long Beach is hosting are critical to us being able to serve our community."

#MORE#

Food collection barrels will be set up at six key locations throughout the Marketplace Long Beach on Saturday from 9am to 6pm. Volunteers will be accepting food items, toiletries, shampoo, soap as well as monetary donations at all locations throughout the Marketplace.

Flyers with more information regarding the Food Drive can be found at all merchants within the Marketplace Long Beach. Participants in the food drive as well as all guests visiting the Marketplace will also have the opportunity to enter to win one of three gift certificates for \$75 each that will be drawn on the day of the food drive. Entrants need not be present at time of drawing to be eligible to win.

For more information and a full listing of merchants at the Marketplace Long Beach please visit www.marketplacelongbeach.com or call 1-562-431-6282. For more information about COA and their full list of services please contact Dixie Dohrman at 1-562-432-1440 or visit www.coalongbeach.org.

#END#

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SANTA CLAUSE IS COMING TO MARKETPLACE LONG BEACH SATURDAY NOVEMBER 29TH

Santa Clause is coming to town bringing special gifts for all of the children at the Marketplace Long Beach on Saturday, November 29th. Santa arrives in style at 12 noon and will be conducting the holiday sing along, story time and Santa's workshop until 4pm every Saturday and Sunday from Thanksgiving weekend until Christmas.

(November 2008: Long Beach, CA) Santa has been making Marketplace Long Beach one of his favorite places to visit for over 16 years each year marking his arrival with his unique brand of fanfare and celebrity. This year Santa will again be bringing jingle bells and candy canes for every child who visits as well as conducting the holiday sing along and story time. As always all of the children get a chance to whisper their wishes for Christmas treasures while the special moment is captured for a lifetime of sharing with family and friends. Santa is even keeping up with technology as he and his elves will be providing all of the treasured holiday pictures on USB flash drives as well as traditional photo prints.

As a special treat for all of the adult kids that will be coming out on the 29th, the Marketplace Long Beach will be holding a drawing with the opportunity to win one of three \$75 gift certificates that will be given out on that day! Enter to win forms will be available at all participating merchants as well as online at www.marketplacelongbeach.com.

Marketplace Long Beach is the proud host of Santa's workshop as well as many other Holiday Festivities throughout the season. In addition to Santa's workshop every Saturday and Sunday from 12-4pm, Marketplace Long Beach will have the Holiday preview on December 4th from 3pm to 7pm, live music on December 4th, 6th and 7th and carolers every weekend leading up to Christmas.

#MORE#

The Holiday Preview on December 4th is a shopper's paradise where all merchants will be previewing the latest styles and the greatest deals of the season. With extended hours (until 7pm) shoppers have the chance to get a jump start on their holiday shopping while enjoying all of the holiday lights, live music and face painting for the kids and Santa will be strolling around too!

For the first time ever the Marketplace is offering free live holiday concerts from local favorites DC Four and the Long Beach Community Band. The Marketplace has offered free concerts in the summer for many years and now has added that popular tradition to its holiday festivities.

With over 52 shops of every kind to choose from along with restaurants, boutiques, spas, a theatre and much more, shoppers can find everything they need to shop, dine, relax and explore this holiday season at the Marketplace Long Beach, conveniently located at the corner of PCH and 2nd Street. For more information please call 562-432-1440 or visit www.marketplacelongbeach.com.

#END#

I'm working full-time. My life has been forever changed. ”

transformation



Individual lives are being changed at COA. For many, that change involves stabilizing their daily existence. For others, it means achieving self-sufficiency and financial independence. The cycle of poverty is broken.

To provide these services takes significant financial resources. As an independent, non-profit organization, every year COA must raise approximately \$375,000 to meet its annual budget. And that figure is on the rise, especially with the ever-increasing number of clients seeking assistance.

That's why your help is critical. Your financial gift will make a profound difference. Through your generosity, lives will be transformed.

Who We Are

Christian Outreach in Action is a non-denominational, multi-cultural organization that follows faith-based teaching to break the cycle of poverty and homelessness in the Long Beach community by assisting low-income and homeless people to regain stability and self-sufficiency.

Location

515 East Third Street, Long Beach, CA

Annual Service Statistics

Number of Meals Served: 80,000+

Bags of Groceries Provided: 13,250

Bus Tokens Distributed: 1,200

Men Served in Transitional Housing: 7 (1-2 year program)

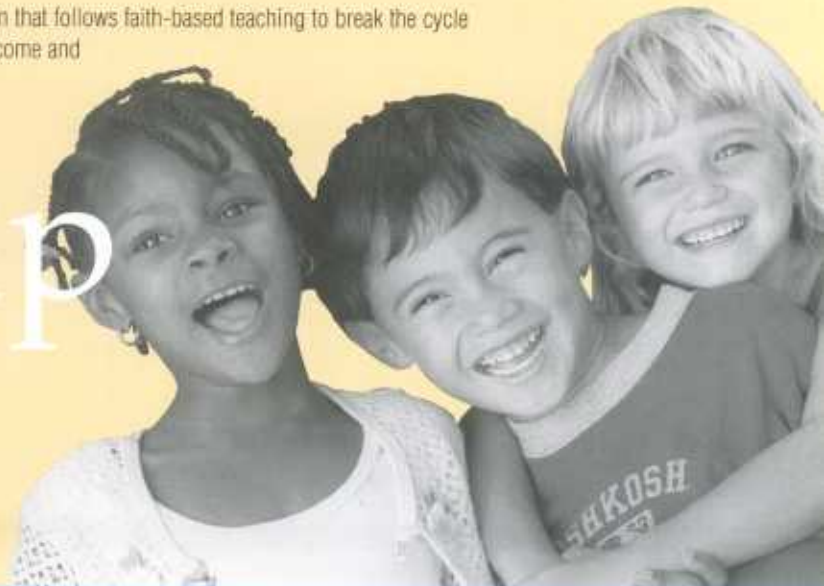
Women & Children Served in Transitional Housing: 45 (3-4 year program)

Annual Budget

\$375,000 with 95% raised through private donations

Won't you please help this critical ministry?

help



www.coalongbeach.org

(562) 432-1440

Long Beach, California 90802-320

515 East Third Street

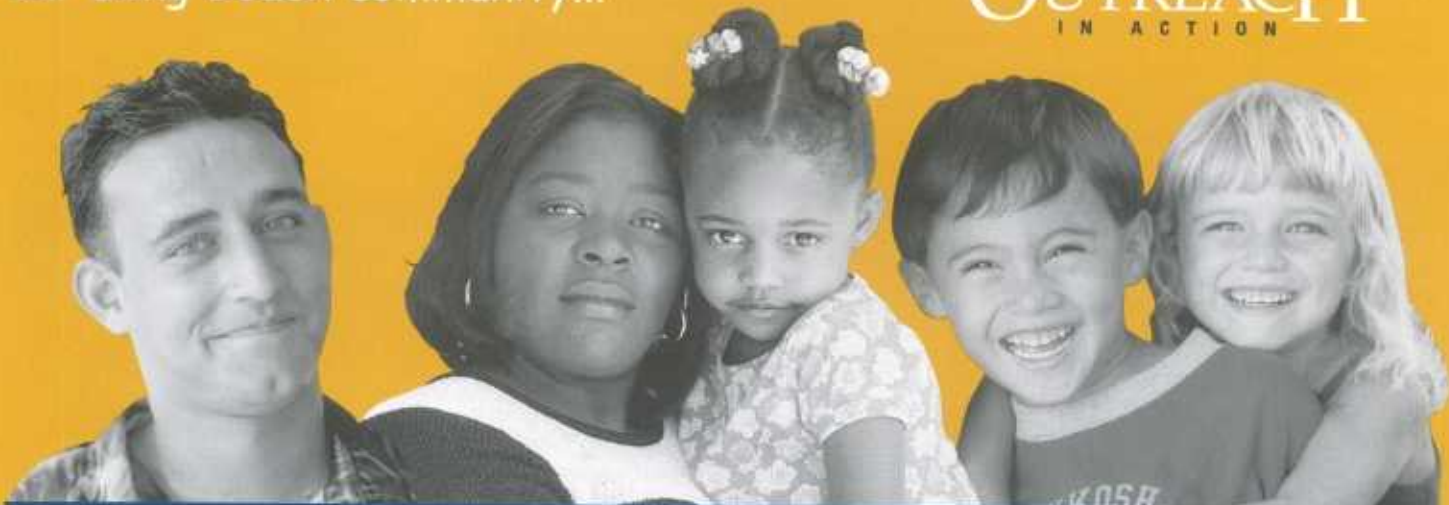
CHRISTIAN
OUTREACH
IN ACTION

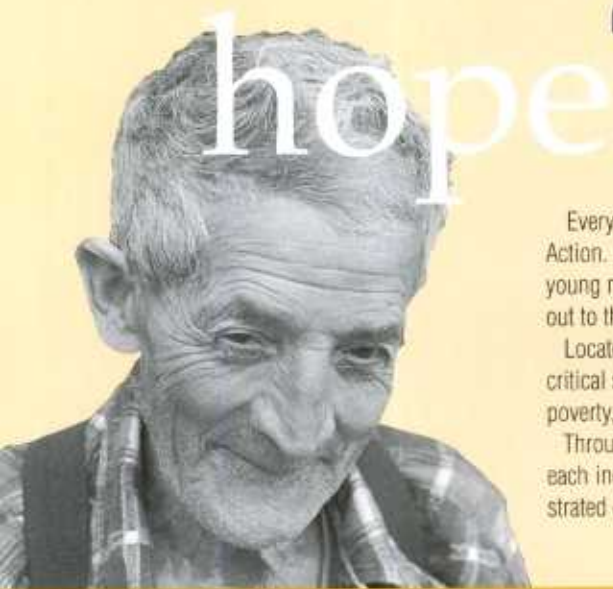


Your gift to COA will make a profound difference in helping change the lives of those in desperate need in the Long Beach community. To make a gift today, call 456.432.1440 or email info@coalongbeach.org 501c federal tax number #33-0008271

Help change the lives of those in need in our Long Beach community...

CHRISTIAN
OUTREACH
IN ACTION





hope

“I'm not sure I would be alive today without COA. They fed and clothed me when I had nothing. They helped me pick myself up, to start again. They restored my faith and gave me the priceless gift of hope.”

Every day, hundreds of individuals experience the gift of hope through the ministry of Christian Outreach in Action. Whether it's providing a hot meal to an elderly man, a warm jacket to a homeless child, bus tokens to a young man trying to get to a job interview or helping a single mom go back to school – COA is about reaching out to those in need, right in our own community.

Located in a former church in the East Village of downtown Long Beach, COA is on the front-line of providing critical services to the growing number of men, women and children in this city who are battling homelessness, poverty, hunger and addiction.

Through its core programs (as described in this brochure) COA provides a beacon of light, a safe haven, where each individual is treated with compassion, dignity and respect. It is a place where the love of God is demonstrated every day and where lives are transformed forever.

“You have no idea the simple blessing of eating a hot meal.”

compassion

Crisis Assistance Program — COA provides a life-line to individuals and families in the Long Beach area who are struggling to survive in a city that ranks 10th in the nation for the number of individuals living at or below the poverty level. Because of its location downtown, COA is a first-response for many, providing critical services to those in need.

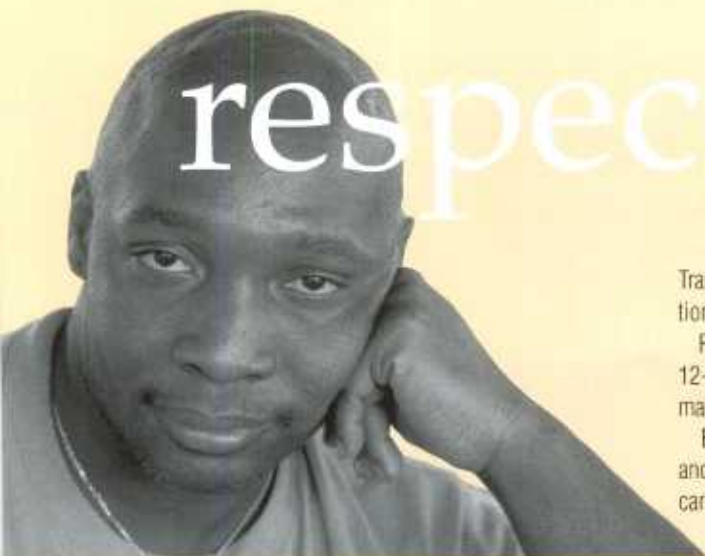
The COA Crisis Assistance Program includes:

Meals – breakfast and dinner are served Monday through Friday, along with lunch on the first, third and fifth Saturdays.

Food Pantry – groceries are available to clients twice a week, including staples, toiletries and vitamins.

Clothing & Household Items – clean, gently used clothing items are available at no charge, as well as donated household items and furniture.

Bus Tokens – transportation is provided to doctors' appointments, job interviews and to other agencies for assistance.



respect

“I use to walk the streets all night long, terrified. Gunshots, drug deals, gangs, violence - it was all around me and I'd just keep walking, praying that I would make it safely to morning.”

Men's Transitional Housing — COA works with a core of clients through the Men's Transitional Housing program to address the causes of homelessness and to find long-term solutions. Housed in a dormitory-style setting, the facility has capacity for 8 men at any given time.

Participants are assigned a case manager and mentor and they are expected not only to attend 12-step meetings, but to live out the principles. The residents work at COA, helping with facility maintenance and assisting with the daily meal service.

Beyond learning life-skills, the men experience what it is like to be treated with dignity and respect. They learn self-esteem and have the opportunity to begin anew as productive caring citizens.

“I was surrounded by people who believed in me. They taught me and my children to claim the words, 'I can,' for the very first time.”

faith

Women's Transitional Housing — To lift a child out of poverty, you must start with the parent and that is what the COA Women's Transitional Housing program does. This unique program for single mothers involves intense case-management, addressing the issues of homelessness, addiction and abuse.

Participants live with their children in a safe, 12-unit building owned and operated by COA. They learn both life and parenting skills. Emphasis is placed on work and education. In fact, all of the women are in school – not just completing their GED but pursuing their college degree.

The Transitional Housing program helps women and their children have faith in themselves and in God. They learn what it means to be successful in life — emotionally, physically and financially.



SATURDAY

November 22nd

Food DRIVE



Marketplace
LONG BEACH

9am-5pm

longbeachmarketplace.com • 562.431.6282

At the intersection of PCH & 2nd Street

in association with Christian Outreach in Action



Food DRIVE

BRING YOUR ITEM TO DROP OFF BETWEEN 9-5PM
AT COLLECTION BARRELS LOCATED THROUGHOUT THE MARKETPLACE

- **THOUGHTS & PRAYER:** For our staff, our Board of Directors, the men, women and children in our Transitional Housing Programs and our clients.
- **FINANCIAL SUPPORT:** It takes close to \$800 dollars a day to continue to provide Social Services twice daily hot meals, clothing, groceries, hygiene products for our homeless and very low-income clients and Transitional Housing for 6 single men and 12 single women with up to 48 children.
- **FOOD (non-perishable):** For our Grocery distribution on Tuesday and Thursday.
- **SMART and FINAL gift cards:** To purchase FOOD for our M-F Hot Breakfast Program and cleaning supplies.
- **HAND SANITIZER:** Waterless, large bottles.
- **DISPOSABLE DIAPERS:** sizes 3,4,5,6 (requested most).
- **DIAPER WIPES**
- **BODY SOAP**
- **DEODORANT:** for Men and Women.
- **SHAMPOO**
- **DISPOSABLE RAZORS**
- **SHAVING CREAM**
- **BODY LOTION:** for Men or Women.
- **SOCKS**
- **SHOES:** Gently used or new shoes, athletic shoes, hiking boots, work boots, & dress shoes.
- **CLOTHING:** Men's clothing is always in short supply! We also need kids (infants to pre-teen) and women's clothing.
- **TARGET or BASKIN-ROBBINS gift cards (\$5.00 value):** To give to the children in our Transitional Housing Program on their birthdays. We currently have 32 children in the program; capacity is 48.
- **CLEANING SUPPLIES:** Bleach, Dish Soap, Laundry Soap, Solid Surface Cleaners (Single Green, Ajax, Soft Scrub, 400), Sponges, brooms and latex Gloves.
- **TURKEYS (frozen):** For Thanksgiving/Christmas, for our Community Meal and in addition to handing out to families in need during the holidays!
- **HAM:** For Easter/Christmas for our Community Meal and to hand out to families in need!
- **NEW UNWRAPPED TOYS for CHRISTMAS:** We serve over 300-400 families and 800-1000 kids during our annual Community Christmas Party.
- **FURNITURE:** Clean and in good repair-mattress-box springs, frames, dressers, tables, chairs, couches, lamps
- **HOUSEHOLD GOODS:** Clean and in good repair-dishes, glassware silverware, pots and pans, microwaves, blenders, electric skillets, etc.
- **APPLIANCES:** Clean and in good repair/working-microwaves, refrigerators, washers, dryers, vacuum cleaners.

longbeachmarketplace.com • 562.431.6282

THE **YIKOR** GROUP

relax
enjoy the ride

With **RKR** on board you can **relax** and enjoy the ride knowing that your advertising and marketing needs are miles ahead of your competition.

■ The RKR Group

with four divisions to serve you, has developed a powerful, proven approach for combining all the right marketing elements into a strategy that generates significant results for our clients.

Located in the heart of Southern California's wine country between Los Angeles and San Diego, RKR Media Associates has become one of the region's leading advertising and marketing agencies. With more than 25 years of combined experience in graphic design, marketing, and public relations, RKR has long-standing relationships with most every magazine, newspaper, direct marketing firm, and broadcaster serving the area. We are also actively involved in

many Chambers of Commerce and Convention & Visitors Bureaus. These relationships enable us to give clients preferential access to the region's entire population base in all demographics.

Additionally, RKR's promotional and apparel business enjoy both nationwide and international success. For 20 years, we've developed relationships with overseas manufacturers, often visiting and qualifying them to ensure that our customers get high quality products at the lowest possible prices. RKR's lengthy experience, extensive network of qualified sources, and volume buying power enable us to support small and large businesses alike. Whether you need 5 or 5,000,000 apparel or promotional

items emblazoned with your company logo, RKR will provide the best quality, pricing, delivery, and support available.

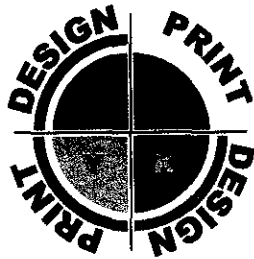
The RKR Group can help you develop a powerful identity consisting of elegantly blended visuals and messages that clearly state what your company is all about. This identity is woven into every aspect of your marketing and business communications to present a cohesive theme your customers will remember and respond to.

Remember - when you've got The RKR Group, you can...

relax
and enjoy the ride

THE **RKR** GROUP

P: 800.719.0074 • F: 800.719.0076 • theRKRgroup.com

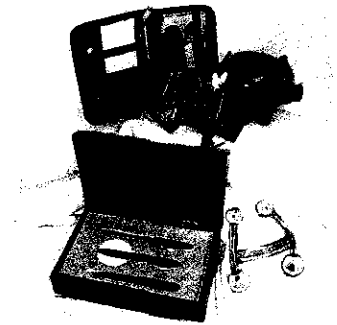
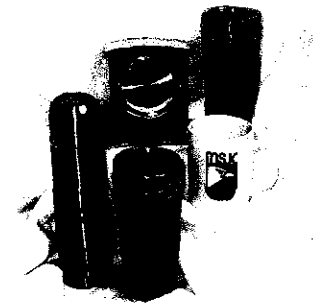
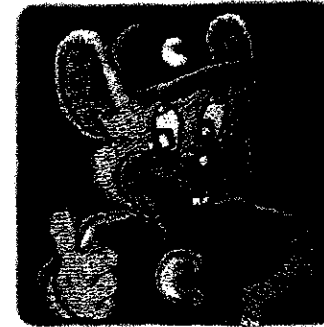


ad-ver-tise \ad-ver-tiz\ vb
[ME *advertisen*, fr. MF *advertiss-*
stem of advertir]

1: INFORM, NOTIFY

2a: to announce publicly esp. by
a printed notice or a broadcast

b: to call public attention to esp.
by emphasizing desirable qualities
so as to arouse a desire to buy or
patronize



BOUTIQUES RESTAURANTS SERVICE

Marketplace

LONG BEACH

SHOP, DINE, RELAX & EXPLORE

Fall DRIVE

SATURDAY November 22nd

9am - 5pm

in association with



ENTER TO WIN

1 of 3

\$75

Gift Certificates

NO PURCHASE NECESSARY - GOOD AT ALL PARTICIPATING
MERCHANTS & RESTAURANTS - ALCOHOLIC BEVERAGES NOT INCLUDED

Enter to win at any participating merchant or visit
us online at www.MarketplaceLongBeach.com

DRAW DATE: November 22nd