‘TIS THE SEASON FOR GIVING

County Housing Authority Partners with Local Supporters to Ensure its Low-Income Residents Have an Enjoyable Holiday Season

Los Angeles, December 23, 2013 – Throughout the month of December, the Housing Authority of the County of Los Angeles (HACoLA) helped to ensure that nearly 1,400 public housing residents and Section 8 Family Self-Sufficiency (FSS) program families would have a merry and bright holiday season.

HACoLA hosted a series of holiday events at its public housing developments and administrative offices throughout the County during which children and their families were treated to holiday festivities that included food, games, music, and pictures with Santa to keep as a memento. The highlight of each event was seeing the children’s faces light up as they received toys donated by our generous sponsors.

With the support of our partners such as Shelter Partnership, the California Highway Patrol, Red Robin, Antigua Bread, Elite Entertainment Company, Rio Hondo College, California Pizza Kitchen, Arcadia Public Works Employees Association, the Los
Angeles Lakers, Jarritos, Universal Studios Hollywood, Almost Christmas Prop Shoppe, Sanrio, Gathering Groundz, Heartfelt Foundation, Torres Construction, HACoLA employees, and other private donors, HACoLA collected toys, food, and monetary donations to give families a holiday to remember. Their investments were not limited to tangible donations. Target Stores provided over 40 employee volunteers who rolled up their sleeves to help wrap and hand out gifts, and even do face painting. In total, HACoLA distributed toys to nearly 2,500 low-income children throughout Los Angeles County.

Sean Rogan, HACoLA Executive Director said, “It is through the kindness and hard work of our donors and staff who have shown their support year after year, as well as those who recently joined our mission, that we are able to help as many families as we can, have an enjoyable holiday season.”

While HACoLA works diligently throughout the year to ensure that families maintain their affordable housing by offering programs that support their goals to attain self-sufficiency, it is through events like the holiday giveaways that we join with members of our extended community to do a little extra to show our commitment to Building Better Lives and Better Neighborhoods.

For more information on HACoLA, visit www.hacola.org. All media may contact Elisa Vásquez, HACoLA Public Information Officer, at (626) 586-1762.

###