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PROJECT HOPE ANNOUNCES NINTH ANNUAL HOLIDAY GIFT DRIVE

Unique Format Allows Parents to Be "Santa" to Their Children

BOSTON, MA (December 2, 2014) - [Project Hope](#), a multi-service agency at the forefront of efforts in Boston to move families up and out of poverty, announces the kickoff of its ninth annual Holiday Gift Drive.

The purpose of the drive is to provide every mother in a Project Hope program with a brand new toy, book and warm clothing item for each of her children. The agency collects new and unwrapped books, games, toys, art supplies and sports equipment -- as well as scarves, gloves, and hats -- for children ages newborn to 18. Gift cards are also encouraged, as it allows parents to choose their own gift for their child.

Both corporate and individual donations are encouraged. Currently, 28 companies have committed to participate in the drive, including such leading local firms as Staples, Harpoon Brewery, Brigham and Women's Hospital, The Westin Copley, and the law firm of Ropes & Gray.

Unlike other gift drives, Project Hope's version allows parents to be the provider of gifts for their children. Gifts are delivered unwrapped to Project Hope so the parents can participate in holiday giving by wrapping them. Plus, they can bring the gifts home to their children and present them personally, allowing them to play the role of "Santa."

(MORE)

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Last year's holiday gift drive garnered an impressive collection of essential items and enrichment materials, which made their way into the hands of 780 children involved in the agency's various programs.

Every year, as part of the drive, Project Hope also provides 200 gifts to Project Care and Concern, a Dorchester-based organization that, through its Thrift Shop, offers reasonably priced new and used clothing along with household items. The director of the program, Sister Joyce McMullen, delivers the gifts to families unable to leave their homes -- usually on Christmas Eve.

"The gift drive is always one of the highlights of our year," said Robyn Eastwood, Project Hope's Assistant Director of Development & External Affairs. "Being able to provide gifts, clothing and other essentials during the holiday season is extremely gratifying for everyone involved. And we're especially pleased that our drive allows the mothers to be the ones who present the gifts to our children."

"Of course, the gift drive doesn't happen without the corporate and individual donations we receive. I can't even begin to express how grateful we are to everyone for their generosity."

All gifts will be accepted only at Project Hope's Community Building at 550 Dudley Street in Roxbury. The gift drive drop-off is open from Thursday, December 11 to Wednesday, December 17 at the following times:

- Weekdays from 9AM-4PM
- Saturday, Dec 14 from 11AM-2PM
- Sunday, Dec 15 from 11AM-2PM

Questions about the program can be directed to Robyn Eastwood at 617-442-1880 x206 or by email at reastwood@prohope.org. More information about Project Hope is available at www.prohope.org.

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