



## MISSION: ST. LOUIS

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FOR IMMEDIATE RELEASE

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### **Mission: St. Louis offers hybrid Affordable Christmas holiday event to support over 500 families**

St. Louis, MO. - Each year, Mission: St. Louis hosts an empowering holiday event that allows people to provide Christmas for their family. In 2020 the event was entirely virtual, with shoppers being assisted from their cars. This year, the event will have online and in-person options. The online and in-person stores will be stocked with toys for families to buy at discounted rates and choose to pick up curbside or at the office on North Grand on December 11th.

Shoppers can shop for up to six children, and can spend up to \$4 per child. Gifts are donated by the community or purchased by Mission: St. Louis based on responses from potential shoppers. All toys are priced between \$1 and \$4 based on the retail price of the item. For example, dolls may be \$1 while larger items like bikes are \$4. Winter wear items are also available for free.

For those who choose to shop in person, they will experience the office on North Grand as it is transformed into a toy store with holiday festivities like pictures with Santa, Christmas breakfast and gingerbread house making.

Priority shopping is given to participants in Mission: St. Louis' Beyond School, Beyond Jobs and Beyond Charity programs, but the store is also open to community members.

Mission: St. Louis is hoping to serve over 1,200 children from 500 local families. To help reach the goal of 4,000 toys, you can host a toy drive, donate a toy from our wishlist or donate money directly through the website. For more information, visit [www.missionstl.org/christmas](http://www.missionstl.org/christmas).

All donations in support of this event should be made by Dec. 8.

For additional questions or want to volunteer please visit our website or contact Laura Moore at [laura@missionstl.org](mailto:laura@missionstl.org).

**About Mission: St. Louis:** *Mission: St. Louis is a nonprofit that is restoring the city by empowering individuals for social and economic growth through relationship and opportunity. We have made a strategic set of education and workforce development programs available to the people we serve. We walk alongside people as they work their way through our programs, and as they use their power and influence to break the cycles of poverty.*

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