



Springfield Rescue Mission

MEDIA ALERT

For information contact:

Julie Barnes, Community Development Assistant
413-732-0808, ext. 114, srm@hope4springfield.org

OPERATION HOPE TOTE

SPRINGFIELD RESCUE MISSION TO OFFER HOPE THE HOMELESS CAN HOLD ONTO THIS SPRING

Community Support Essential to Filling Needs

WHO: Local individuals, schools and churches are being urged to participate in Operation Hope Tote as a “countdown to Easter” project that is meaningful and easy to do. Anyone choosing to participate in Operation Hope Tote will receive purple, plastic bags - Hope Totes – as well as instructions for filling the bags.

WHAT: The Springfield Rescue Mission provides daily essentials such as soap, toothpaste, shampoo and other daily staples to homeless and needy men, women and children living in the Springfield area. Dubbed “Operation Hope Tote,” the campaign is a collaboration between Springfield Rescue Mission and concerned individuals, churches, schools, businesses and other organizations.

WHEN: January – March. Hope Totes will be available to the public beginning January 2nd. Anyone wishing to join the Hope Tote team may request program materials from Julie Barnes by calling 413-732-0808 ext. 114 or email srm@hope4springfield.org

WHERE: Donations should be delivered to Springfield Rescue Mission, 19 Bliss Street, Springfield, MA and can be dropped off Monday – Friday 8AM-4PM. Please have donations to the Mission by March 31st.

WHY: According to Ron Willoughby, Springfield Rescue Mission’s Executive Director/CEO, the campaign is designed to help encourage homeless and needy men and women. “Once a person can clean up and feel even a little better about themselves, they’re in a better position to make other, more long-lasting changes like getting involved with the education, work training and spiritual counseling programs offered by the Springfield Rescue Mission,” Willoughby said.

Interview and photo opportunities:

- Bag preparation for distribution to homeless men, women and children
- Hope Tote Recipient
- Interviews with Ron Willoughby, Executive Director
- Recent graduate or person with a compelling story of success