

# CHRISTMAS IN CASA ADOPT-A-FAMILY DRIVE **MEDIA KIT**





**Press Contact:**  
Christian Galeno  
Communications Manager  
232.718.1690  
[chris@hpnstnce.com](mailto:chris@hpnstnce.com)



# MEDIA ALERT

## A Place Called Home Brings Holiday Magic to South LA Families with Navidad En Casa Program

A Place Called Home to help over 200 local single-parent, foster and low-income households and families.

**WHAT:** Hpnstnce Creative, LA's top Latinx Public Relations and Marketing Agency is joining forces with A Place Called Home as they host their annual **Navidad En Casa Adopt-A Family Program** on December 15, 2018. This event is possible with support from numerous corporate and community sponsors as well as private donors.

For more information on how to adopt a family, please visit:  
<https://apch.org/get-involved/adopt-a-family/>

**WHEN:** SATURDAY, DECEMBER 9, 2017  
9AM - 5PM

**WHERE:** A Place Called Home – The Bridge  
2901 S. Central Ave.  
Los Angeles, CA 90011

**PARKING:** Parking alongside S. Central Ave. near the 29th Street intersection is recommended. Live truck parking will be reserved along the East side of Central Ave.

**INTERVIEWS:** Jonathan Zeichner, **A Place Called Home Executive Director**  
Kitzia Ramirez, **Hpnstnce Creative CEO**  
Gina Rodriguez, **Actress “Jane The Virgin”, “Annihilation”, APCH Board Member**

### About A Place Called Home

Set in one of the toughest neighborhoods in the country, A Place Called Home provides a safe nurturing environment with programs in arts, education and wellness. See Fact Sheet for more.

Website: <http://www.apch.org>

### About Hpnstnce Creative

Named the “Top Latinx PR Agency in Los Angeles,” Hpnstnce Creative represents over 25 top Latinx brands, companies and networks. They strive to maximize the public’s knowledge about leading brands that serve the Latin community and beyond.

Website: <http://www.hpnstnce.com>



## Press Contact:

Christian Galeno  
Communications Manager  
232.718.1690  
[chris@hpnstnce.com](mailto:chris@hpnstnce.com)

## NEWS RELEASE

*For Immediate Release*

**LOS ANGELES, Calif.** – Holidays are getting brighter for families in South Central Los Angeles. The **Navidad En Casa Adopt A Family Program** at A Place Called Home supports local single-parent families, foster families and families who have been affected by illness, poverty or unemployment.

The South LA non-profit provides robust services and programs in arts, education and wellness to South Central LA students, ages eight to 21 and through the Adopt-A-Family program connects over 200 families in need during the holidays.

Volunteer families adopt an entire family for the holidays and provide everything necessary to bring the magic of the holidays - from Christmas gifts that will be opened on Christmas morning, to appliances, clothes and regular daily items requested by the families in need.

**Jonathan Zeichner, Executive Director of A Place Called Home**, is very grateful for the many families that year to year share and bring joy to dozens of families for the holidays.

“It is our great privilege each year to connect families in need with families that can share,” said Zeichner. “Of course, there are lists and gifts and lots of unwrapping, but what's most important is the smiles as everyone connects in celebration of community and humanity, it's pretty magical.”

This year, Hpnstnce Creative, the top Latinx PR agency in Los Angeles, is partnering up with A Place Called Home to bring the magic of the holidays into the homes of about 100 of those families. **Hpnstnce Creative CEO, Kitzia Ramirez** and her employees and their families will adopt these families this holiday season and provide a joyous holiday to a local family. Families interested in adopting a family will pledge how many families or what size of a family they can adopt. After getting matched with a family, they are provided with a wishlist and able to shop for them and then have a chance to meet their adopted family on December 9 at A Place Called Home.

-MORE-

For more information about Adopt-a-Family, please visit:  
<https://apch.org/get-involved/adopt-a-family/>

**About A Place Called Home**

A Place Called Home is a dynamic, non-profit youth center. Our primary goal is helping members stay in school, go on to higher education, pursue successful careers, and develop into active, contributing citizens and leaders. More than 1000 volunteers log in over 40,000 hours annually to enrich the lives of APCH members. A Place Called Home hosts events for the South Central Los Angeles community year round.

###

# CHRISTMAS IN CASA & APCH **FACT SHEET**

Christmas In Casa Interviews Available:



Gina Rodriguez  
Actress, APCH BM



Kitzia Ramirez  
Hpnstnce CEO



Jonathan Zeichner  
APCH Director



## **A Place Called Home Quick Facts**

- Established in 1993
- 20,000 youth served every year.
- What We Do:
  - o Health, Nutrition & Well Being
  - o Educational Services
  - o Bridge to Future – Teen Services
  - o Community Initiatives
  - o Parent Involvement & Classes
  - o High School Diploma Program
  - o Scholarships
  - o College Prep
  - o Vocational Placement & Training
  - o Civics & Community Engagement

### **APCH Community & Fundraising Events:**

- o Community Thanksgiving Dinner
- o APCH Home For The Holidays
- o APCH Family Movie Nights
- o Stars & Strikes Celebrity Bowling Tournament
- o Health & Garden Expo
- o GIRLPOWER Awards & Luncheon
- o Gala For The Children

## **Each year at APCH:**

- Over 1,000 youth are served.
- 95% of our High School seniors graduate.
- Over 2,000 volunteers dedicate more than 27,000 hours.
- 50 youth participate in DAVINCI RISE HIGH @ APCH
- 200 families receive over 12,000 hours of counseling services from our Counseling Department.
- 700 youth await a slot to become APCH members.

## **Press Contact:**

Christian Galeno  
Communications Manager  
232.718.1690  
[chris@hpnstnce.com](mailto:chris@hpnstnce.com)

# MULTIMEDIA TOOLKIT

A wide variety of multimedia from our past events and programs is available on our social media platforms and on our website. Please visit: [www.apch.org/multimedia/](http://www.apch.org/multimedia/)



## 2017 Agency Video

<http://bit.ly/2kda78p>

*A Place Called Home is a dynamic, non-profit community center located in South Central Los Angeles. Our yearly Agency Video introduces you to first-hand accounts of the experiences of our members that they have experienced and how APCH has benefited their daily life.*



## Happy Parent <http://bit.ly/2kda78p>

*One of our A Place Called Home parents smiling after receiving some food from one of our Holiday Food Drives.*



## Families & Volunteers

<http://bit.ly/2kda78p>

*A Place Called Home members and parents at one of our past events.*