



October 1, 2020

FOR IMMEDIATE RELEASE
Introducing the first VIRTUAL Holiday Cottage

(Bakersfield, CA) – On **Thursday, October 1**, The Kern County Department of Human Services will officially launch its first **VIRTUAL Holiday Cottage** through the **Kern Partnership for Children and Families**.

First, our department would like to thank the community for their steadfast support throughout the past 32 years. Because of their generous donations, we've been able to provide thousands of Christmas gifts to local children in foster care. This year, we need Kern County's help now more than ever as we adapt our mission to fit within the current state of the world.

We would like to invite the community to consider joining us again in sponsoring a child's holiday wish. This time, due to COVID-19 safety restrictions, The Department of Human Services staff will purchase the gifts with monetary donations received from our supporters. Instead of having our community members buy the physical gifts themselves like in years past, our staff will instead purchase the presents with the community's donations, to ensure the safest practices and eliminate unnecessary contact. At the end of December, our department will publish a list of all items purchased so the community can see each wish they helped fulfill.

Right now, we're graciously accepting donations of any amount, however \$50 grants one foster child's holiday wish. To contribute, please visit www.kernpartnership.com and click on the "**GIVE HERE**" button by November 20, 2020.

We're asking for your help in relaying this change to the public. The media plays a vital role in making sure our message is heard loud and clear. When debating if and how our department would navigate this year's Holiday Cottage, it was NEVER an option for us to cancel a program that makes the holiday season brighter for our community's most vulnerable.

Thank you so much for supporting the 33rd annual Holiday Cottage for its first virtual campaign!

For media arrangements, please contact Jana Slagle at 661.342.8054 or Ally Triolo at 661.556.0376.

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