

Press Release

FOR IMMEDIATE RELEASE

Contact: Name (title):

Telephone:

Cell phone:

E-mail:

**EPSILON SIGMA ALPHA HOSTS CRAFTING EVENT TO**

**SUPPORT CHILDREN IN NEED**

CITY, STATE: <HELPING HANDS MAKING HUGS???> is the theme of a special community crafting event to benefit children in special circumstances. In partnership with Santa America (Santa-America.org) and sponsored by Epsilon Sigma Alpha (ESA), members of <CHAPTER> CHAPTER OF <CITY, STATE>, will be hosting the event as part of their ongoing Caring Crafter activities to create handmade projects for those in need. ESA members across the country are hosting events to supply Santa America with hundreds of their signature hand-crafted “hugs”, small ribbon and felt crafts, to be distributed by specially trained Santas through the Santa America program to children in hospital or hospice care, disaster relief, children on military bases, and those with autism spectrum challenges.

(DESCRIPTION OF EVENT – ACTIVITY OVERVIEW, DROP IN TO HELP, SUPPLIES YOU CAN BRING, ACTIVITIES PLANNED, DONATIONS BEING COLLECTED, SIGN UP YOUR CRAFTING CLUB, MAKE A CASH OR MATERIALS DONATION, BUY A TICKET , LOCAL SPONSORS, FOOD ETC)

<INSERT A LIST OF DIGNITARIES, COMMUNITY GROUPS, AND BUSINESSES SUPPORTING THE EVENT>

<INSERT A QUOTE FROM ONE OF THOSE ABOVE ABOUT HOW HAPPY THEY ARE TO HELP>

<INSERT A QUOTE FROM A MEMBER ABOUT WHY THEY ARE EXCITED TO HELP WITH THIS PROJECT>

For more information about <EVENT NAME> in <CITY, STATE>, contact <NAME, PHONE, AND E-MAIL>.

**About Epsilon Sigma Alpha**

Founded in 1929, ESA offers programs and projects to help make a positive difference in the lives of others. ESA has created a powerful network of nearly 1,000 chapters to excel in community education, service, and philanthropy. ESA members support St. Jude Children’s Research Hospital, Hope for Heroes, Easter Seals, literacy projects, domestic violence victims, college scholarships through the ESA Foundation and hundreds of other causes at the local, national, and international level. Those interested in helping the community with ESA can learn more by visiting [www.epsilonsigmaalpha.org](http://www.epsilonsigmaalpha.org), or by contacting ESA Headquarters at 970.223.2824.

**About Santa America**

The “Core Mission” of Santa America is to bring Love, Hope and Joy to all we serve. Santa America was founded in 2003 as a national volunteer service organization with over two-hundred Santas reaching out across America. The highest quality Santas from across America come together to focus on our special mission:  To provide an unhurried visit to families facing physical or emotional crisis from a loving, committed, trained, and backgrounded Santa. Our Santas are referred by hospice and hospital staff, social workers and special education professionals. For information about bringing Santa America support to your community, contact **John Scheuch** 913-908-4937 or [santajohn@santaamerica.org](mailto:santajohn@santaamerica.org) .