



MEDIA ADVISORY

For Immediate Release

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Catholic Charities and the National Supermarket Association Join Forces to Support Over 250 Children with Learning Challenges

Surprise Toy Give-a-Way Events Scheduled for Child Development Centers in the Bronx, Queens and Brooklyn

WHO: Luz Tavares-Salazar, Director of Government and Community Relations, Catholic Charities of NY
Rudy Fuertes, NSA President and NSA Members
Nathalie Tejada, Development Director, Astor Services for Children Lawrence F. Hickey Center for Child Development
Brenda Sorin, Program Manager, Queensbridge Early Childhood Development Center
Lorna Johnson, Program Manager, St. Malachy's Early Childhood Development Center

WHAT: Catholic Charities and the National Association of Supermarkets have joined forces to donate toys to over 250 children ages ranging from 18 months to 9 years old in early childhood development centers in the Bronx, Queen and Brooklyn. The children selected to receive these gifts need mental health services, child welfare services, and early childhood development programs to start them off on their educational path. The child development centers are agencies under the umbrella of the Catholic Charities of NY as well as Catholic Charities of Brooklyn and Queens This two-day, event will provide educational toys that will assist in the early childhood development of recipients.

WHEN:

BRONX	Tuesday May 10, 2016; 10:30AM Astor 's Lawrence F. Hickey Center for Child Development 4010 Dyre Avenue, Bronx, NY
QUEENS	Wednesday, May 11, 2016; 10AM Queensbridge Early Childhood Development Center 38-11 27 th Street, Long Island City, NY, (718) 937-7640
BROOKLYN	Wednesday, May 11, 2016; 12 Noon St. Malachy's Early Childhood Development Center 220 Hendrix Street, Brooklyn, NY, (718) 721-8065

QUOTES: "The NSA takes great pride in giving back to the communities we serve. Under NSA Cares, we are reassuring our communities, that we are not only a place to shop for your groceries but that we also deeply care about our neighbors - we are long-term partners. We are very grateful for this opportunity to partner with Catholic Charities and bring smiles and joy to children from our communities," said Rudy Fuertes, NSA President.

"Catholic Charities has children who deserve to be rewarded, and we are grateful for the NSA partnership that allows us to recognize these incredible children," said Luz Taveras-Salazar, Director of Government and Community Relations. "Having partnerships with organizations with

the resources to provide gifts to these children is key,” she added. “This collaboration is a perfect fit.”

“In New York State, thousands of children are expelled from pre-school each year, many with emotional/behavioral issues,” said Yvonne Garvin, Program Director, The Lawrence F. Hickey Center for Child development. “The Hickey Center works with a group of these children – giving them the help they need to thrive – to get them back into public school to begin kindergarten. The 40 children receiving these gifts today are part of this program,” she added.

BACKGROUND: All children deserve the opportunity to develop social skills, gain confidence and develop lasting values that will serve them as adults. **Catholic Charities'** network of services aims to address the physical, emotional and psychological needs of children and their families.

Astor Services for Children & Families is a community based non-profit organization that provides children's mental health services, child welfare services, and early childhood development programs. Astor serves children and families in New York State's Mid-Hudson Valley region and the Bronx.

One of the programs, **the Lawrence F. Hickey Center for Child Development** (Hickey Center) is Astor's therapeutic Preschool in the Bronx. It was developed to meet the emotional and cognitive needs of a special group of 3 - 5 year old children who were at high risk for educational failure due to significant behavioral health needs. It is licensed as a children's Day treatment program as well as a preschool.

Early Childhood Services at **Catholic Charities Brooklyn and Queens** offer comprehensive quality programs through Head Start programs, child care centers and family day care, each designed to foster the social, emotional, physical and cognitive development of preschoolers in a safe environment. Its award-winning, fully-compliant daycare and Head Start centers conduct a family-oriented child development program for approximately 2,400 children each year, ensuring that they receive the best education possible for the best future possible.

Queensbridge Early Childhood Development Center provides services to children ages 2 to 5 years of age to promote their educational, physical and cognitive growth.

St. Malachy's Early Childhood Development Center promotes children's educational, social & cognitive development/growth; love of learning; & support to families. Children of low income families; or homeless; or in foster care; or with parent attending college or job training attend the Center.

NSACares is the NSA's initiative designed to partnering with charitable organizations in the different communities served by our members. Established by its founders, the NSA has a longstanding tradition of giving back to the community. Through the promise of NSACares, each year, it reaffirms its commitment to strengthening its corporate social responsibility with the many communities served by NSA members

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