



FOR IMMEDIATE RELEASE

CONTACT: Jen Cherry/Patrick Sullivan
Marx Layne & Company
(248) 855-6777 office
jcherry@marxlayne.com

PONTIAC HOMELESS SHELTER KICKS OFF HOLIDAY SEASON WITH “MERRY TWEETMAS” MICRO BLOGGING EVENT, NOV. 26

Grace Centers of Hope invites community to join the fun at this festive holiday event

PONTIAC, Mich., November 15, 2011 – Grace Centers of Hope will kick off the holiday season by putting up its Christmas décor during a special micro blogging event to spotlight the importance of volunteerism and community service. On Sat. Nov. 26, staff and volunteers will gather for “Merry Tweetmas,” a festive holiday event that encourages participants to utilize Twitter and other social media channels as they decorate. Participants are invited to update their social media channels with posts and photos from the event with the hope of inspiring friends and followers to volunteer at local charities.

“Volunteers play such an important role for many worthwhile, nonprofit organizations in our community,” said Pastor Kent Clark, chief executive officer for Grace Centers of Hope. “With the growing popularity of social media, we hope Grace Centers of Hope’s ‘Merry Tweetmas’ builds awareness about the need to support local charities during this traditional season of giving.”

From 10 a.m. to 2 p.m., ‘Merry Tweetmas’ participants will decorate Christmas trees, hang paper snowflakes and put up holiday lights at Grace Centers of Hope and Grace Gospel Fellowship Church. Staff will be on-hand to share the #GCHTweetmas Twitter hashtag and offer guidance on how to use social media channels. The event will end with light refreshments and an opportunity to learn more about the programs and services at Grace Centers of Hope. Volunteers of all ages and any social media skill level are welcome.

“Whether or not you are able to join us for our modern version of an old fashioned holiday decorating party, we welcome everyone to follow the event via Grace Centers of Hope’s Twitter and Facebook pages,” said Clark.

To volunteer at “Merry Tweetmas” or for more information about Grace Centers of Hope,” visit www.gracecentersofhope.org or call Mary Beth Harvill at 1-855-HELP-GCH.

About Grace Centers of Hope

Giving hope to the helpless since 1942, Grace Centers of Hope is one of southeast Michigan's oldest and largest service providers for the homeless. Today, Grace Centers of Hope is considered one of the leading faith-based organizations in Southeastern Michigan, confronting issues of homelessness, addiction, poverty, abuse and spiritual emptiness on a daily basis. On any given night, Grace Centers of Hope provides transitional and emergency shelter to 150-200 men, women and children, in addition to serving more than 100,000 meals each year. Grace's \$4.8 million yearly budget is maintained solely through corporate and private donors, exclusive of any government assistance. For more information, or to make a donation, visit www.gracecentersofhope.org.

###