



Media Contact

Northern Rivers Family of Services

Eugene White

518.701.4927 (cell)

Eugene.White@northernrivers.org

FOR IMMEDIATE RELEASE

November 28, 2016

Northern Rivers Launches Holiday Giving Campaign

ALBANY and SCHENECTADY, NY– Northern Rivers Family of Services will officially kick off their Holiday Giving campaign on Giving Tuesday, **November 29**. For three weeks, the organization will work to make the holidays brighter for 1,000 children and families served by Northern Rivers member agencies Northeast Parent & Child Society and Parsons Child & Family Center. The goal is to collect 3,000 gifts by the campaign's end on **December 19**.

"Our children and families combat abuse, neglect and poverty every day as they strive to reach their goals," said William T. Gettman, Jr., Chief Executive Officer of Northern Rivers. "It's important that they still take the time to celebrate some of the joys in life, like the holidays. We want to help our children and families make fond families to build upon and last a lifetime—and we need everyone's help to make that happen."

There are many ways the community can support this initiative. Businesses throughout the area can "host" gift drop boxes. Donated gifts can also be dropped off at Northern Rivers' Academy Road (Albany) and Genium Plaza (Schenectady) locations. For gift ideas, a full list of drop box locations, and information on becoming a "holiday helper," visit www.northernriversholidaygiving.com.

About Northern Rivers Family of Services:

Northern Rivers Family of Services is the parent organization to Northeast Parent & Child Society and Parsons Child & Family Center. Together, we are a family of human service agencies who work together to provide *Life changing care* to children, adults, and families. Our quality of care, depth of programs, combined size and passion for the mission give us the strength to make positive change in our communities. Together, our 1,300-strong workforce serves 14,000 children, adults and families throughout 36 counties each year. For more information, call 518.426.2600 or visit northernrivers.org.