



MISSION: ST. LOUIS

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FOR IMMEDIATE RELEASE

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Mission: St. Louis Affordable Christmas event helps over 500 families

St. Louis, MO. - Each year, Mission: St. Louis hosts an empowering holiday event that allows people to provide Christmas to their family. In the past, the Mission: St. Louis office on North Grand was transformed into a toy store for families to shop for gifts at a discounted rate - this year things looked a little different. The in-person store changed to a virtual version where shoppers could browse the toys and add them to their cart. They then scheduled a time to pick up their toys curbside at the Mission: St. Louis office.

Shoppers could spend \$4 for each child they registered, up to six children. Toys were priced at drastically reduced prices ranging from \$1-\$4 based off the market value of the toy. Families also received backpacks filled with gender and age appropriate supplies and winter wear while supplies lasted. Essentials bags filled with dish soap, laundry detergent, etc. and holiday bags with wrapping paper and cookies were given to each family.

For two weeks families were texted a link to the virtual store, by Dec. 17th all families that registered to shop were invited. Families who did not have access to the internet were invited to the office where they were helped from their car. A total of 856 families were invited and 465 ultimately shopped on the virtual store. This year 1,540 children received gifts through the event. An additional 60 families were given essential bags, meals and miscellaneous toys. .

Over 5,500 toys were available for families to choose from, including 111 bikes, drones, baby dolls and more. All toys were new and were donated through 32 toy drives around the city or bought by Mission: St. Louis.

Affordable Christmas began 14 years ago, this year was the largest event to date.

For additional questions visit our website or contact Mary Reising at mary.reising@missionstl.org

About Mission: St. Louis: *Mission: St. Louis is a nonprofit that is restoring the city by empowering people to transform their lives. We have made a strategic set of education and workforce development programs available to the people we serve. We walk alongside people as they work their way through our programs, empowering entire families to break the cycle of poverty.*

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