

# NEWS RELEASE



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## **FOR IMMEDIATE RELEASE**

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### **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 28**. For three weeks, the organization will work to make the holidays brighter for 1,400 children and families served by Northern Rivers member agencies Northeast Parent & Child Society and Parsons Child & Family Center. The goal is to collect 6,000 gifts by the campaign's end on **December 18**.

“The holidays are an especially a difficult time for our children and families,” said William T. Gettman, Jr., Chief Executive Officer of Northern Rivers. “In addition to working to overcome abuse, neglect, trauma, emotional and behavioral issues, many in our care struggle with poverty as well. We believe they deserve a brighter holiday season, and with the help of our communities, we can 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, ways to give, and a downloadable holiday toolkit, visit [www.northernrivers.org/holiday-giving](http://www.northernrivers.org/holiday-giving).

### **About Northern Rivers Family of Services:**

Founded where the Mohawk and Hudson meet, like the rivers that shaped our region, Northern Rivers Family of Services helps change lives by shaping the future of those we serve throughout the Capital Region and beyond. Comprised of parent company Northern Rivers and member agencies Northeast Parent & Child Society and Parsons Child & Family Center, we are a family of human service agencies who work together and are committed to helping children, adults, and families. Our quality of care, depth of programs, combined size and passion for the mission make us a leading provider. Informed by our 188-year heritage, our 1,400-strong workforce provides services for 16,000 children, adults, and families throughout 35 counties in New York state. For more information, call 518.426.2600 or visit [northernrivers.org](http://northernrivers.org).

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