



NEW HOPE FOR FAMILIES
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newhope4families.org

For immediate release

October 31, 2023

HOPE FOR THE *Holidays*

2023 Tree Festival & Auction

PRESENTED BY **IU Credit Union**

Everyone is invited to attend **Hope for the Holidays presented by IU Credit Union**, the fifth annual tree festival and charity auction to benefit New Hope for Families, November 14–16 at Switchyard Park in Bloomington.

Attendees will see more than 50 unique and festive holiday trees decorated by local businesses, organizations, groups and families. In addition to all the lights and tinsel, visitors can enjoy free refreshments and lively holiday music. **This family-friendly event is free to attend and open to the public.**

“It’s so great to see Hope for the Holidays become an annual holiday tradition for so many people in our community! It is just amazing to see the talent, creativity and time poured into all of the unique trees contributed by local individuals and businesses,” said Amy Scialdone Stolberg, co-chair of this year’s tree festival. “There is something for everyone, and it’s just a wonderful kickoff to the holiday season.”

Throughout the festival, each of the fantastic trees on display will be available to purchase for a special "Buy It Now" price. On the final night of the event, all the remaining trees will be sold off during an exciting live auction.

All proceeds from this event will benefit families overcoming homelessness right here in our community. New Hope for Families provides shelter and early learning programs to keep families together and lift every child into a promising future. It is the only emergency shelter in Monroe County where adults with children can find shelter together.

Hope for the Holidays coincides with **Hunger and Homelessness Awareness Week**, November 11-18, to shine a light on organizations and individuals committed to addressing the problem of hunger and homelessness in our community.

"IU Credit Union is proud to sponsor Hope for the Holidays for the benefit of New Hope for Families," said IU Credit Union President and CEO Bryan Price. "New Hope for Families is a tremendous asset to our community."

Video of more comments from Bryan Price, president and CEO of IU Credit Union:
<https://youtu.be/e2bvj65MTIY>

Event: Hope for the Holidays 2023 presented by IU Credit Union

Public viewing: Tuesday through Thursday, November 14–16, 4:00–8:00 p.m. daily

Live auction: Thursday, November 16, starting at 6:30 p.m.

Location: The Pavilion at Switchyard Park, 1601 S. Rogers Street

For more information, visit <https://www.newhope4families.org/hope4theholidays>

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