



**FOR IMMEDIATE RELEASE**  
**Chico, August 26, 2010**

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**IMPACT MARKETING TO RAISE MONEY FOR  
TORRES SHELTER RELIEF EFFORTS**

*It's about helping people. It's about a hand up. It's about hope.*

**PEOPLE HELPING PEOPLE CAMPAIGN TO BENEFIT TORRES SHELTER**

[CHICO, CA] – Impact Marketing, a local Chico call center, is donating its telemarketing services to benefit the Torres Shelter and this campaign will begin immediately. The Torres Shelter is the ONLY emergency homeless shelter in Butte County that serves men, women AND families with children.

With few job opportunities, low wages, higher rents and foreclosures, the Torres Shelter occupancy is at an all time high, – an average of 22 more per night. We are now seeing families who have never experienced homelessness before.

The 'People Helping People' fundraising campaign will kick off on Thursday, August 26<sup>th</sup>. The goal is to add 2,500 supporters to the 'People Helping People' program. 100% of the donations raised will go towards helping the homeless of Butte County.

The cost to provide shelter, food, toiletries, clothing and mentoring for a guest at the shelter is about \$14 a day. To participate in the PHP program, sponsors are asked to support one guest, one day a month at the shelter. The cost for sponsorship is ONLY \$14 a month, and your generous donation is 100% tax deductible.

**About the Torres Shelter**

We help people 365 days a year! Monthly supporters provide a steady, stable source of funds to help keep the doors open! It takes about \$360,000 each year to operate the Shelter. We receive agency funding for about 1/3 of our expenses, but have to raise the remainder. In 2009, we provided over 20,000 nights of shelter. On average, about 75 people of all ages stay at the shelter each night.

To donate, visit us at:

<http://www.chicoshelter.org/get-involved/donate>

For more information, visit us at:

<http://www.chicoshelter.org/files/PHP%20Flyer%20Summer%20Newsletter.pdf>