



For Immediate Release
December 18, 2020

TOY AND JOY GIVEAWAY IN ATLANTA'S INNER CITY

Atlanta Dream Center to Make Christmas Dreams Come True for Children Facing Adversity, December 19, 2020

While 2020 has been challenging for most everyone, the additional complications caused by the pandemic for Atlanta's families facing adversity makes this Christmas especially bleak for many children. But **Saturday, Dec. 19** promises to bring light to an otherwise dark year when some **2,000+** children in some of Atlanta's historic neighborhoods receive a toy and much joy through the 17th annual Atlanta Dream Center Christmas Toy Giveaway.

Socially distanced, festive, outdoor distributions will be hosted by Atlanta Dream Center (ADC) staff and volunteers in seven Atlanta area neighborhoods where ADC and their Christmas Toy Giveaway partners host year-round youth prevention programs and other youth initiatives. These gatherings not only provide gifts to children who might not otherwise receive any, but they deepen relationships between parents and children in the communities where ADC offers prevention programming including resilience building, early learning, and small group mentorship.

At one of their previous Christmas Toy Giveaway festivities, 9-year-old Atlantan Jackie said, *"I had a great day today. I woke up and ate waffles, then I came here and got Christmas gifts and it was GREAT!"*

Since 2003, Atlanta Dream Center has rallied businesses, churches, partnering organizations and individuals to provide toys for youth facing adversity. This year's celebrations will be scaled back out of respect for the health and safety of those served, including the wearing of masks, practicing social distancing, and providing plentiful hand sanitizer.

ABOUT METRO KIDS:

With the ultimate goal of preventing children from becoming trapped in sex trafficking or homelessness, Atlanta Dream Center's Youth Prevention Department – **METRO KIDS** [<https://www.atldreamcenter.com/departments/youth-prevention/>] – engages in outreaches, mentorship, and academic programming in communities that have been strategically identified as having some of the greatest need. Through these programs, Atlanta Dream Center partners with children and families to cultivate positive relationships, reduce harm, and focus on the future. Last year alone, their Youth Prevention Department served **791** children facing adversity.

ABOUT ATLANTA DREAM CENTER:

Atlanta Dream Center is a faith-based non-profit serving on Atlanta's frontlines to rescue people out of sex trafficking and homelessness, while working to prevent vulnerable children from falling victim. Since 2012, Atlanta Dream Center has assisted more than **1,400** victims out of sex trafficking and transitioned over **1,000** men, women, and children out of homelessness. **So far in 2020**, Atlanta Dream Center has rescued 304 individuals out of sex trafficking and homelessness. More than **600** Metro Atlanta youth have participated in prevention programming since 2018. Atlanta Dream Center holds a Platinum Level ranking from GuideStar, the world's largest source of information on nonprofit organizations. To learn more visit atldreamcenter.com.

MEDIA NOTE:

Interviews are available with project leadership prior to or following the gift distributions. However, we politely request no on-site media coverage out of respect for the privacy of participating families.

CONTACT: To schedule interview, visuals, or more information

Lydia McGeorge

Lydia@atldreamcenter.com

atldreamcenter.com

(470) 419-4423