



#### Media Contact

Northern Rivers Family of Services

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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 this **Friday, November 20**. Beginning Friday, holiday gifts for children and families served by Northern Rivers member agencies Northeast Parent & Child Society and Parsons Child & Family Center will be collected through the campaign conclusion on **December 18**.

"For many of the families who receive our *Life changing care*, the holidays can be a stressful and difficult time," said Audrey LaFrenier, Chief Operating Officer of Northern Rivers. "Providing for housing and food can stretch a budget to the limit, without enough left over to help make the holidays even more special. We want to help our families make happy holiday memories as part of the care they receive - memories to last a lifetime."

There are a few 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, a full list of drop box locations, and more information on how you can help, visit [www.northernriversholidaygiving.com](http://www.northernriversholidaygiving.com).

#### About Northern Rivers Family of Services:

Northern Rivers Family of Services is the parent organization to Parsons Child & Family Center and Northeast Parent & Child Society. Together, we are a family of human service agencies who work together to provide *Life changing care* to children, families, and adults. Our quality of care, depth of programs, combined size and passion for the mission give us the strength to make positive change in our communities. Together, our 1,300-strong workforce serves 13,000 children and families throughout 40 counties each year. For more information, call 518.426.2600 or visit [northernrivers.org](http://northernrivers.org).