



FOR IMMEDIATE RELEASE

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CAMERA ALERT/PHOTO OPPORTUNITY

DAAA kickoffs their Holiday Greeting Card Campaign with its 3rd Annual Masquerade for Meals Event

***Holiday Meals on Wheels aims to feed 20,000 seniors during the holiday season
“Hunger Takes No Holiday”***

- WHAT:** The Detroit Area Agency on Aging (DAAA) will launch its annual **Holiday Meals on Wheels Greeting Card Campaign at their Masquerade for Meals Event**. The primary goal of the campaign is to create awareness for the Holiday Meals on Wheels (HMOW) Program. Federal programs are unavailable during the holidays; fundraisers and private contributions help raise the necessary funds to feed seniors on during the holidays. This event creates an opportunity to ASK for your support by purchasing and or selling holiday greeting cards.
- WHEN:** **Friday, October 21, 2016 from 7 p.m. to 12 a.m.**
- WHERE:** **The Roostertail, 100 Marquette Dr., Detroit, Michigan 48214.**
- WHO:** **DAAA *Holiday Meals on Wheels*** feeds 20,000 thousand home-bound and disabled seniors during the holiday season. It takes a variety of partners and supporters to make this effort a success. We are pleased to have UAW-Ford, Valley, AT&T, HOUR Detroit, Humana, Oak Street Health, Addus HomeCare, Level One Bank, Molina Healthcare, and Advance Health Group as sponsors for our 2016 Masquerade for Meals Event. Proceeds from the event will ensure that seniors are fed a hot nutritious meal on Thanksgiving, Christmas, Easter, and Labor Day because ***“Hunger Takes No Holiday”***
- CONTACT:** **For tickets (\$175 per person) or sponsorship opportunities, please call (313) 446-4444 ext. 5819**

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