

For Immediate Release



Contact Information

Jahara N. Davis
Coordinator of Public Relations/Volunteers
(314) 531-0120, ext. 2125
Email: jndavis@anniemalone.com

Emerson Awards \$75,000 with a Promise of More
Annie Malone Counts on St. Louis Support

St. Louis, MO (November 2, 2009) – In a response to the “Power of 57 Cents” campaign, Emerson awarded Annie Malone Children and Family Service Center a two-part challenge grant. The first part is a \$75,000 matching grant. Emerson has agreed to award an additional \$50,000 upon successfully reaching the matching grant gift goal by December 31, 2009.

The campaign raises funds to ensure the continuation of programs and services such as residential services, transitional living, therapeutic school, crisis programs, and parenting workshops.

“Our mission is to improve the quality of life for children and families. My prayer is that we can count on the support of our St. Louis community to help us reach our goal in the short timeframe we have,” said Richard King, Chief Executive Officer. The campaign offers individuals, churches, social groups and businesses the opportunity to help at this critical yet exciting time. Reverend Earl Nance and Reverend E.G. Shields are on board to help the center meet their goals.

Annie Malone Children and Family Service Center has been a pillar in the St. Louis community since 1888, providing a variety of services and programs for at-risk families and thousands of abused and neglected children.

The “Power of 57 Cents” campaign is one where everyone can give. The center encourages the community to **Take the Challenge and Help a Child** by donating 57 cents a day for at least 30 days (that’s \$17.10). Individuals may want to contribute more (\$208 a full year upfront). *Annie Malone needs your help to reach the \$75,000 goal.* To learn more about the “Power of 57 Cents” campaign, programs and services, or other fundraising efforts, please contact Jahara Davis at (314)531-0120 or email: jndavis@anniemalone.com.

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