



Building Community. Enriching Lives.

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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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ECHO Housing & Community Development Announces First Annual Community-Wide Casual For A Cause Fundraiser and Encourages Community Support for Homelessness Awareness

EVANSVILLE, IN: ECHO Housing and Community Development is excited to announce its upcoming event, "Casual for a Cause," aimed at raising awareness and support for ending homelessness in our community. On Friday, April 12th, we invite participants to join us by purchasing a purple wristband and/or wearing purple attire to show solidarity and raise funds to support ECHO Housing's seven, soon to be eight homeless service programs.

In collaboration with local businesses, organizations, and schools, Casual for a Cause offers a unique opportunity for individuals to dress casually while making a meaningful impact. By donning the purple wristband and clothing, participants will symbolize their commitment to addressing the issue of homelessness and show support for individuals and families in need.

Homelessness remains a pressing issue affecting countless lives in our community. Through events like Casual for a Cause, we aim to shed light on this issue and provide vital support to those facing housing insecurity. The funds raised will directly contribute to our efforts in providing shelter and essential services to individuals experiencing homelessness.

Administrative Offices: 528 Main Street Suite 202, Evansville, IN 47708 | Phone: 812.423.8422 | Fax: 812.423.8108

Primary Service Delivery: 414 Baker Avenue, Evansville, IN 47710 | www.echohousing.org



ECHO Housing is a proud supporter of the Fair Housing Program. We encourage and support the nation's affirmative housing program in which there are no barriers to obtaining housing because of race, color, religion, sex, national origin, handicap, or familial status.



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We encourage everyone to participate in Casual for a Cause and help us make a positive impact in the lives of those in need. Whether you're a student, employee, or community member, your involvement can make a difference.

Event Details:

- **Date:** April 12th, 2024
- **Attire:** Wear purple wristband & clothing
- **Location:** Your workplace, school, or community organization
- **Ways to Participate:**
 - Your company/organization/school can purchase a number of purple bracelets (@\$2/each) for employees/members/students to wear and dress casually on 4/12.
 - We can provide you a number of bracelets for you to sell to your employees/members/students (@\$2/each) so they can opt in to dress casual on 4/12.
 - If you already dress casually, we encourage anyone to purchase bracelets and use the day to dress in purple in support of homelessness awareness.
 - Individuals can buy bracelets for themselves and their family too!
- For more information about Casual for a Cause and how you can get involved, please visit www.echohousing.org/casual4acause/ or contact Kim Armstrong at kim.armstrong@echohousing.org.

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ABOUT ECHO HOUSING AND COMMUNITY DEVELOPMENT

ECHO Housing & Community Development Corporation is a designated non-profit 501(c)(3) Community Development Corporation (CDC) with a mission to improve lives by reducing barriers to housing, social wellbeing, and economic opportunity. Since its founding, ECHO Housing and Community Development has been the leading provider of homeless services, including permanent supportive housing, for individuals experiencing homelessness in the community. ECHO has continued to grow, now encompassing seven homeless service programs, all dedicated to serving those experiencing homelessness or housing instability. In 2024, ECHO will add an 8th homeless service program – the Promise Home, a permanent supportive housing program dedicated to serving the chronically homeless in Region 12.

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