



Providing wholesome nourishment and nurturing care for mothers and young children facing situations of adversity and crisis.

FOR IMMEDIATE RELEASE

MADE BY MOMMA KEEPS THE CANDLE BURNING AT THE HAPPY BIRTHDAY PROJECT

[April 21, 2016 – Calgary, Alberta] Made by Momma is excited to announce that effective immediately it is taking on **The Happy Birthday Project**, a local nonprofit that has provided 737 birthday celebrations to children in need since its inception four years ago.

“The Happy Birthday Project adds another dimension to what Made by Momma already provides to our clients. To a young child, a birthday can be their one ray of hope through an otherwise dark time. This program allows parents to feel empowered to celebrate their child’s birthday even though they may be facing a difficult financial situation.” says Made by Momma President, Allyson Palaschuk.

The Happy Birthday Project’s mission is to bring joy to the lives of children and families facing adverse circumstances by providing them with birthday celebration packages. Families are referred to the project through local social agencies. Each family receives a party pack that includes all the decorations and supplies needed to have a birthday party as well as a new gift for the birthday child. In addition to helping referred families, The Happy Birthday Project provides the supplies for a grand monthly birthday party for the children staying at the Brenda Strafford Centre, a second-stage shelter for women and their children who have fled domestic violence.

Founder Crystal Gelsinger started The Happy Birthday Project to help teach her own children about giving back, *“It has been my heart and soul for the last four years. It became much bigger than I could have ever imagined with requests reaching 15-20 party packs weekly!”* says Gelsinger. *“I am so delighted that Made by Momma is taking on The Happy Birthday Project. There is so much need for it in this city and it makes me so happy that deserving families will still get the support they need when it comes to providing their child with a party, gift, and the memories that come along with it.”*

Palaschuk says, *“Taking on this program is a natural fit for Made by Momma, as our mission is to support local families going through situations of adversity and crisis by providing essentials like meals, diapers, clothing, and in-home support – plus extras like toys, books and birthdays. We know the value that this project brings to those who need it and we are absolutely thrilled to ensure this service continues in our community.”*

For more information on The Happy Birthday Project, or Made by Momma please visit:

www.thehappybirthdayproject.org or www.madebymomma.org

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*Made by Momma is a grassroots non-profit organization and registered Canadian charity located in Calgary. We help families facing situations of adversity and crisis by providing healthy homemade meals, wholesome baked goods, baby essentials, children’s items, supportive in-home visitors and other services to allow mothers the time they need to rest, recover and focus on their families and their health. For more information on how you can donate to, volunteer or support Made by Momma, please visit our website.
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