



FOR IMMEDIATE RELEASE  
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CONTACT: SHELLI SUMMER  
760-898-9535

**THE EIGHT/WOMEN IN NEED NOW ALONG WITH PURPOSED INSPIRED NETWORK (PIN) PROVIDERS KESQ, WORLD VISION, SAM'S CLUB LA QUINTA AND PALM SPRINGS PROVIDE IMMEDIATE HELP FOR THE VICTIMS OF THE COACHELLA VALLEY RESCUE MISSION FIRE.**

LA QUINTA, CA—THE EIGHT and Women In Need Now is on the frontline providing basic necessities for the Coachella Valley Rescue Mission Victims with the help of their Purposed Inspired Network (PIN) Providers.

"In today's economy, we are all at risk, when I heard of the fire, we immediately went to Kitty Killian at the Date Festival Fairgrounds around 7:45 a.m. Wednesday morning and offered help," said Alicia Hollins, Executive Director of THE EIGHT/WINN. "We soon discovered a great need for feminine hygiene, toothpaste, toothbrushes, deodorant, body wash and shampoo/conditioner. My assistant and I drove to THE EIGHT's local storage in which we house our distributional items and pulled all we could. Upon return, the men approached us with their immediate needs, and the rest is history."

Within hours THE EIGHT/WINN had reached out to their PIN providers for help. Sam's Club- La Quinta and Palm Desert managers donated a fifty dollar gift card to purchases toothpaste, toothbrushes and deodorant. PH-Water Store delivered 30 gallons of pure water, a hot/cold dispenser and healing/calming teas. A special 8:00 a.m. pick up of pallets containing body wash, shampoo, conditioner, paper towels and plastic utensils was scheduled and retrieved at PIN Provider, World Vision in the City of Commerce. Annemarie Campbell, KUNA Telemondo and WINN visionary, said "Alicia has a sincere compassion for people." When KESQ heard what THE EIGHT/WINN wanted to do for CVRM, they immediately utilized their media strength and made an appeal to their faithful viewers. By 3:30 p.m. the front lobby of KESQ was filled to capacity with blankets, books, games, food and clothing. THE EIGHT/WINN loaded up their cars, vans and delivered most of the items." Due to overwhelming response, the CVRM truck had to pick up additional donated items each day, and future donations drop offs are now being directed to the fairgrounds. Alicia closes by saying "We are fortunate to have tapped into the true meaning of community with a Circle of support. Kitty and CVRM are our friends, THE EIGHT will continue working with them throughout and beyond. We are our brother's keeper and we are firm believers of complimenting other non-profits and not competing with them. The key is collectivity—together we can transform more disadvantage cases into dedicated contributors."

THE EIGHT is a 501 (C) (3) and program; Women In Need Now (WINN) are established with building community, ending poverty and obtaining self-sufficiency as its priority. THE EIGHT have helped over 10,000 people in need of basic necessities, utilities, clothing, transportation, housing, and are seeking to build partnerships with other non-profits, local and national corporations and the community to create a "**Purposed Inspired Network**" (PIN) of Providers to bring awareness regarding the current economic adversities in the County of Riverside with the assistance of Community Action Partnership/Project BLISS and to raise funds in support of **THE EIGHT COMMUNITY CHALLENGE (8CC):** Purposed, Inspired Youth-- Holistic, Sufficient Families—Thriving, Healthy Communities. THE EIGHT website: [www.theeight.org](http://www.theeight.org)

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