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FOR IMMEDIATE RELEASE

HOPE-NWA.COM LAUNCHES
“Be the One” PROGRAM
REACHING OUT TO MOMS IN NEED FOR MOTHERS’ DAY

BENTONVILLE, ARK., April 23, 2009 -- Hope-NWA.com, is announcing the launch of “Be the One,” a new program giving the Northwest Arkansas community the opportunity to do small things that will offer large amounts of hope to area residents.

The first project for the “Be The One” program is a Mothers’ Day outreach. Hope-NWA is partnering with area organizations that serve women facing challenging life issues, women who are homebound or living in a care facility. By donating one dollar, people in the community can purchase two flowers that will be given to women across Northwest Arkansas in these situations to help brighten their Mothers’ Day.

“The current economic downturn has resulted in an increase in the number of women and families in crisis, therefore we are serving more clients than ever before” said Angie Albright, executive director of the NWA Women's Shelter, formerly known as the Benton County Women's Shelter. “Programs such as these are a great way for the community to show support to our clients. Receiving flowers can really help to brighten the day for a woman in our shelter.”

Another very real statistic points to the depression often found with elderly people who are isolated or living in care facilities, something Sara Bartlett, the program manager with Faith In Action sees everyday. “Many elderly women have lost children or have been forgotten by their children,” Bartlett stated. “To give them a flower and remember their role and devotion as a mother is wonderful. We have many clients whose children have died before them and Mothers’ Day is difficult for them. You really can’t imagine how much something as small as getting a flower will mean.”

Anyone wanting to participate in the “Be the One” one dollar donation for Mothers’ Day, can send their money to Hope NWA at 1201 NE McCollum Dr. Bentonville, AR 72712. Those not able to donate a dollar but still want to help can instead send a homemade card to the same address.

“We are excited about the potential of this program,” said Jessica Eldred, Hope-NWA Strategist. “It gives every day people the chance to do small things, yet those small things can go a long way to help brighten someone’s day.” Eldred further stated, “Hope-NWA started with us helping those being effected by the economy, and we are going to continue working in that area, yet we also want to create a continued energy in other areas where people in the community come together to make a difference in people’s lives, that is what Hope-NWA and ‘Be The One’ is all about.”

Hope-NWA greatly appreciates Northwest Arkansas Florist for giving us the Mothers’ Day flowers at their cost.

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Hope-NWA is partnering with the following organizations:

Restoration Village is a long-term facility for women who are in crisis and their children. We offer a safe, stable environment in a community living situation, where they are fed, receive assistance with clothing and other immediate needs; offered guidance to develop a goal plan to progress towards independent living and development of life skills enabling the ability to provide for their family.

Peace At Home serves women who have survived domestic violence and found the strength and courage to begin the difficult road to independence and non-violent family life. 80% of the women we serve are mothers and they deeply want safety and peace for their children.

Bradford House is a nursing facility that provides long term care for loved ones. They also provide short term rehabilitative services.

Compassion House is a resource home for young women, ages 12-28, facing a pregnancy under difficult circumstances. We seek to help them receive proper medical care, counseling, life-skills training, parenting education/adoption services and preparation for independence in the future.

Faith in Action is a volunteer based organization providing homebound seniors with free non-medical services to help promote their independence, dignity and quality of life. A Faith in Action volunteer is often the only person in a homebound elder or disabled person's life.

Northwest Arkansas Women's Shelter formerly Benton County Women's Shelter, is committed to serving victims of domestic violence and sexual assault and to the reduction of violence in their lives. We provide safe and temporary shelter, 24 hour staffing, court advocacy, children's advocacy, and support groups. We offer referral services for abusive and abused men. *Servicios Disponibles en Espanol.*

Mother to Mother Ministry provides a network of resources and friendship to enhance a mother's potential through education, fellowship and spiritual enrichment.

Havenwood

Heritage Park Nursing Center in Rogers is located in Rogers, AR. It is a skilled facility specializing in geriatric care.

Fayetteville City Hospital Nursing Facility

Bentonville Manor Nursing Home

A community of hope giving our community hope” is the foundational thought fueling the new Hope-NWA.com initiative. The Hope-NWA website officially launched on Friday, February 20th. Designed to address the ever emerging needs of NWA, the site is a common ground for the people of NWA to come together and offer others hope and help. The site and all of its’ resources and seminars are completely free and hosted by Grace Point Church (GPC) of Bentonville, Ark. No faith affiliation is expected just the opportunity to lend others a hand.