



For Immediate Release

The Bowery Mission
Contact: J. Eden Gordon
PH/F: 212-684-2800 ext.131/4520
egordon@chaonline.org

NYC Rescue Alliance in full force with the first Don't Walk By campaign rescuing New York's homeless from the city streets this Winter.

(New York, NY) Saturday, January 17, 2009 –

On Saturday, January 17, 2009, more than 250 volunteers are preparing to be at The Bowery Mission to participate in the Don't Walk By campaign, an unprecedented month-long outreach to men and women who are homeless on the streets of Manhattan. So far this month the Don't Walk By campaign has touched the lives of more than 500 homeless individuals through the work of more than 1,000 volunteers.

The Don't Walk By campaign is the first project of the NYC Rescue Alliance, a coalition of five Christian nonprofit organizations that serve the homeless. Partners include The Bowery Mission, The Relief Bus, New York City Rescue Mission, Street Light Ministries and Street LIFE Mission. The Don't Walk By campaign is focused on five Manhattan neighborhoods: the Upper West Side, Midtown, the Lower East Side, the Upper East Side and Harlem.

The overall outreach includes educating and training volunteers; serving a home cooked meal; distributing winter coats, care kits, blankets and emergency assistance; and offering placement in residential programs to homeless men and women.

Street outreach teams will be available at 5:00pm to film live shots for the press at The Bowery Mission and then will go onto the streets of the Lower East Side.

Please visit our website at www.dontwalkby.org to see how volunteers and donations are making a difference. Please also see the attached schedule of media opportunities for Saturday, January 24 and Saturday, January 31, 2009.

Schedule for Don't Walk By

Saturday, January 17, 2009

5PM-8:30 PM, The Bowery Mission, 227 Bowery

Saturday, January 24, 2009

5PM-8:30 PM, Trinity Baptist Church, 250 E. 61st Street (at 2nd Avenue)

Saturday, January 31, 2009

5PM-8:30 PM, St. Andrews Church, 2067 5th Avenue (corner of 127th Street)
