

## PRESS RELEASE

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### **Purses Full of Hope**

*Alameda County Social Services Agency Presents Surprise Mother's Day Gift to Public Assistance Recipients*

Hayward, CA.— They may not be Gucci or Louis Vuitton, but you wouldn't know that from the smiles that beamed from the faces of the moms who received new and gently used handbags today at the Alameda County Social Services Agency (ACSSA) Second Annual Mother's Day Purse Giveaway.

Every mom deserves a nice handbag on Mother's Day, and that is just what they received today at three ACSSA locations: the Eden Area Multi-Service Center in Hayward, and the Eastmont and Enterprise offices in Oakland. Moms lined the halls to get a chance to shop for the perfect handbag at the perfect price - completely free. The benefactors of this Mother's Day generosity are all recipients of public assistance. The purses were distributed on a first-come first-served basis, and came stocked with toiletries such as lotion, deodorant, and other niceties.

"We wanted to do something special again this year for the moms," said Andrea Ford, Assistant Agency Director for ACSSA's Workforce and Benefits Administration. "This event was so well received last year that we knew we had to make a tradition of it. All of the purses are donated by staff, and what they don't have in their closets they go out and purchase."

Approximately 350 handbags were distributed over the last three days. "This purse will go perfect with my new mother's day outfit," remarked R. Scott, one of the lucky moms who got to choose her perfect accessory. "My dress is green and so is my purse, now all I need to do is get some green shoes. Are you all giving away shoes too?"

If you would like to donate a new or gently used purse to a deserving mother next year, contact ACSSA's Office of Public Affairs and Community Relations at 510-271-9100, or email [ssoublet@acgov.org](mailto:ssoublet@acgov.org) ♦  
Photos attached.

Photo#1- ACSSA staff donated new and gently used purses for the Mother's Day Purse Giveaway.

Photo #2 – Alexia Mora finds the perfect bag for all occasions at ACSSA's Mother's Day Purse Giveaway.

Photo #3 – Local mom finds a bag that hold it all together at ACSSA's Mother's Day Purse Giveaway.

Photo #4 – Finding a bag that will hold everything but the baby at ACSSA's Mother's Day Purse Giveaway.

