

Media Contact:
Samantha Marshall Carpenter
Feature M PR
smarshall@featurempr.com
(858) 877-0746

FOR IMMEDIATE RELEASE



Three Sonoma County Active 20-30 Clubs Host 2021 Children's Shopping Spree *Annual Back-to-School Event Provides Support to More Than 300 Local Youth*

Sonoma County, CA (August 11, 2021) – Three local chapters of The Active 20-30 Club - Healdsburg #205, Redwood Empire #1029, and Santa Rosa #50 – put on their **Children's Shopping Spree** event this past weekend in Santa Rosa. This annual joint project amongst the three clubs provides back-to-school items to local youth in need.

The aim of Children's Shopping Spree is to better equip children - from kindergarten through high school - for their first day of school, so they can start the new year with confidence and all of the tools necessary for their success. The event offers some relief for parents who may struggle to meet the added financial burden of purchasing back-to-school supplies and clothes for their kids. In addition to providing these items to local children, promoting volunteer participation, and encouraging young adults to take on leadership roles in their community, this event allowed for a direct injection of funds into the local economy, having the added benefit of supporting local businesses.

This year, almost 350 Sonoma County children received backpacks filled with grade-appropriate school supplies, as well as clothes and shoes. The event was once again held in a drive-through format, following guidelines and new restrictions due to the rise of the Delta variant and continuing potential risk from the COVID-19 pandemic. The event was held outdoors, and all event volunteers wore face coverings as a safety precaution. Various booths – Redwood Empire Food Bank, Sonoma County Fire District, California Highway Patrol, Sonoma County Sheriff, the Santa Rosa Police Department, and the Children's Museum of Sonoma County - were set up throughout the parking lot, offering goods, information, and other resources. For the second year in a row, the event included the element of providing groceries - 75 pounds of fresh produce, eggs, bread, and pantry staples – to the participating families, through a collaboration with The Redwood Empire Food Bank.





Photo Credit for above images: Geoffrey Cheung

Additional images available [HERE](#) (photo credit for images within link: Will Bucquoy)

“This event takes a lot of logistical coordination and planning, but at the end of the day, it’s all so worth it for us to be able to provide some relief to these children and their families; to play any part in ensuring that these kids start the school year off with confidence, is so meaningful,” said Jessica Kozlowski, a member of Active 20-30 Redwood Empire #1029 and one of the co-chairs of the event. “We are also just immensely grateful for the steadfast support of our community. We know it hasn’t necessarily been the easiest year for local businesses, so their willingness to sponsor or donate to our event this year is just remarkable, and humbling.”

The three Active 20-30 clubs involved would like to thank the many sponsors of and donors to this year’s event. The 2021 Children’s Shopping Spree would not have been possible without generous donations and support from these individuals, families, and businesses: Rotary Club of Windsor; The Heck Foundation; La Rosa Tequileria & Grille; Town of Windsor; Basin Street Properties; Simon Property Group; E.R. Sawyer Jewelers; Keysight Technologies; 93.7 FM The Bull, 100.1 FM KZST; Scott Technology Group; Skyline Promotional Products; Lehr Insurance Agency; Shoe Palace – Santa Rosa Plaza; Target – Coddington; Mountain Mike’s Pizza; Dr. Lawrence F. Marshall and Sharon Marshall.

ABOUT ACTIVE 20-30 USA AND CANADA

Active 20-30 United States & Canada is a 100% volunteer membership-based association, with members ages 20-39 located throughout the US and Canada. Founded in 1922 in Sacramento, California, the mission of Active 20-30 is to provide young adults with an opportunity for personal growth, friendships, and leadership development while improving the quality of life of children in their community. For more information, please visit the Active 20-30 US & Canada [website](#), or follow Active 20-30 US & Canada on [Facebook](#), [Twitter](#), and [Instagram](#).

###