

FOR IMMEDIATE RELEASE

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Every Child Deserves to Start the School Year with Confidence

Metrocrest Services eases back-to-school costs for local families

Farmers Branch, Texas (September 20, 2017) - As the new school year approaches, the smell of sharpened pencils, crayons, notebooks and backpacks will soon replace the scent of summer – the National Retail Federation estimated families will spend of an average of \$687 on the needed back-to-school supplies and clothing, an amount many low-income families can't afford.

Fortunately, Metrocrest Services is there to help, an emergency assistance nonprofit that provides vital services to low-income families and seniors in need. "Every child deserves to start the school year with confidence and the essential school supplies to learn and succeed" says Metrocrest Services CEO, Tracy Eubanks.

Donations and supply drives go a long way in helping the 1,314 children who received school supplies, backpack, and uniform at Metrocrest Services' Back to School Extravaganza in early August. The supply drives are intended not only to ease the burden on financially-disadvantaged families, but also to send a message that academic success is not tied to economic insecurity. One mother who received help with her three sons was grateful for the needed supplies. "Because of Metrocrest Services, I am fortunate enough to have my boys start the school year with more than just a pencil," said Kim.

Corporations, local donors and church groups took the opportunity to make a positive impact in the lives of the neighbors they serve through monetary donations, like, Direct Energy. "Direct Energy is a proud sponsor of Metrocrest's annual school supply drive through our Neighbor to Neighbor program, which provides over \$700,000 in annual donations to our customers across the state who need assistance paying their electricity bill," said Matt Cook, vice president of customer operations in North America for Direct Energy. "Our partnership with Metrocrest Services is one of the many ways we contribute to the vitality of the Farmers Branch and greater Dallas area, and we look forward to being a part of this community for many years to come."

This year's corporate sponsors also include Citi and GEICO. In addition to the supplies distributed on August 8th partnerships with local organizations provided free dental exams by Dr. Julie Moore with Oasis Dentistry, eye screening and glasses from Essilor Foundation, and health screening from Baylor Scott & White Medical Center – Carrollton.

This event along with other seasonal programs provided by Metrocrest Services focus on assisting families, individuals, and senior adults, who are coping with crisis situations, need help stabilizing their lives, or who require support to live independently – committed to building a stronger community together.

Serving Carrollton, Farmers Branch, Addison, Coppell, and city of Dallas in Denton County

About Metrocrest Services

Metrocrest Services is a 501(c)(3) nonprofit providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. In 2016, Metrocrest Services provided assistance to over 13,000 individuals. From rent and utility bill aid, to financial and budgeting assistance, employment counseling, a food pantry and home-delivered meals, Metrocrest Services provides for those who need a helping hand. The non-profit assists individuals living in Carrollton, Addison, Farmers Branch, Coppell and citizens in the area of Dallas (75287) in Denton County. To learn more about Metrocrest Services, visit www.metrocrestservices.org.

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