



## For Immediate Release

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## Holiday Market at HomeFront:

### “Shop for A Cause” and Support Homeless Families

LAWRENCEVILLE, NJ (Oct. 7) - HomeFront’s therapeutic art program, ArtSpace, is launching an inaugural holiday event, a Holiday Market at the Ewing Family Campus on Friday, Nov. 22 and Saturday, Nov. 23, 9 a.m. – 4 p.m.

HomeFront is a nationally recognized organization which helps Mercer County families in crisis get back on their feet. Its therapeutic art program, ArtSpace, helps homeless individuals build self-esteem and learn entrepreneurial skills.

The two-day market will be located at the HomeFront Family Campus, 101 Celia Way in Ewing Township and will offer a variety of artisan and fine craft products including glass, stoneware, pottery, ceramics and jewelry, wall-hangings and art by more than 30 artists, holiday and occasional cards featuring ArtSpace artists’ works and original pieces. There also will be pies and hot chocolate for sale! Shoppers can find unique, one-of-a-kind items for everyone on your gift list.

Local and regional artists as well as ArtSpace and SewingSpace artists will be included in the mix of handmade works.

“When HomeFront artists’ work is featured and purchased, it is incredibly powerful for the artists’ self-esteem,” says Ruthann Traylor, Director of ArtSpace/SewingSpace at HomeFront. “Shoppers are supporting these budding entrepreneurs as they gain business skills and opportunities.”

The Holiday Market is happening during national Hunger and Homelessness Awareness Week, Nov. 16-24, 2019. Events throughout the nation seek to raise awareness of the prevalence of struggling Americans, especially children.

“Families in the Mercer area should not have to worry about whether they will have food on their plate or a roof over their head. But the reality is that hunger and homelessness are pervasive, long-term issues that affect far too many residents,” says HomeFront founder and CEO Connie Mercer.

HomeFront will have staff on hand at the campus for tours on Friday from 10 a.m.-3 p.m. All are invited to visit and learn about HomeFront’s programs.

### About HomeFront

HomeFront’s mission is to end homelessness in Central New Jersey by harnessing the caring, resources and expertise of the community. We lessen the immediate pain of homelessness and help families become self-sufficient. We work to give our clients the skills and opportunities to ensure adequate incomes, and we work to increase the availability of adequate, affordable housing. We help homeless families advocate for themselves individually and collectively. For more information about how you can help, visit [www.homefrontnj.org](http://www.homefrontnj.org) or call (609) 989-9417.

Learn more and get directions at: [www.homefrontnj.org](http://www.homefrontnj.org)