

**For:** Simple Needs GA  
Marietta, Ga.

***For Immediate Release***

**NONPROFIT LAUNCHES 'MY BIRTHDAY MATTERS' FOR KIDS IN NEED.**

*--Bowling fundraiser on June 8 kicks off Simple Needs GA's effort to bring new presents, parties and basic necessities to disadvantaged children in Cobb County.*

**MARIETTA, Ga.** (5/14/2013) — All children deserve to feel special on their birthdays. But as families in Cobb County work to make ends meet in a tough economy, they often struggle to give their kids enough birthday fun and recognition. My Birthday Matters, which launches June 8 with a fundraiser at AMF Marietta Lanes, aims to help by bringing new presents, parties and basic necessities to disadvantaged children celebrating their birthdays. It is a project of Simple Needs GA, a Marietta-based nonprofit organization.

“Our goal is to bring more self-esteem and joy to these children by helping their families make their birthday wishes come true,” said Kasey Litt, board member and coordinator of the new program. “With the help of our donors and volunteers, we’ll also be providing the children with simple necessities like school supplies along with presents from their wish lists. For the kids, all of this will help promote self-worth and a sense of dignity—and it will be a lot of fun!”

Why focus on birthdays? During the holiday season, Litt noted, many charities work overtime to help underprivileged children. “Far less attention is paid to honoring and fulfilling children’s wishes on their birthdays,” she said. “And yet this is the other occasion when financially strapped parents and caregivers would like to provide for their children, but often cannot manage the costs. With assistance from My Birthday Matters, kids’ special days can get the attention they deserve.”

AMF Marietta Lanes is located at 565 Cobb Parkway, Marietta, GA 30060. For the inaugural fundraiser, bowling starts sharply at 2:00 p.m. and ends at 4. The cost is \$20 per person, including shoe rental.

“If you’d like to take part in our fundraising raffle, come early—ideally by about 1:30—and bring a new gift for a child. We’d love to have things like soccer balls, footballs, books and games. This puts you in the running to win raffle prizes such as restaurant gift certificates or even a weekend at a vacation house in Florida,” Litt said.

To buy tickets, visit [SimpleNeedsGa.org](http://SimpleNeedsGa.org) and click the “Buy Now” button at the top of the page. You can also register by mail. Just send a check to Simple Needs GA Inc., P.O. Box 670265, Marietta, GA 30066. Be sure to note that it’s for the bowling event.

For more information related to donations or volunteering, email [info@SimpleNeedsGA.org](mailto:info@SimpleNeedsGA.org) or call Kasey Litt at 678-923-7663.

***About Simple Needs GA (SNGA)***

SNGA’s mission is to meet the simple needs of children, people experiencing homelessness, and others in need, while inspiring our community to do the same. The Marietta, Ga.-based 501(c)(3) nonprofit offers several community-based programs. Donors and volunteers provide full-sized toiletries and other useful items to people experiencing homelessness. They furnish tents, sleeping bags, tarps and other essentials to those living in the woods or

on the street, and supply families with cleaning supplies, toilet paper and other household necessities. Other initiatives include helping families buy their kids new shoes through the use of donated gift cards, and bringing new presents, parties and basic necessities to disadvantaged children celebrating their birthdays. For more info, visit [SimpleNeedsGA.org](http://SimpleNeedsGA.org).

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***Media contacts:*** At SNGA: Brenda Rhodes, Founder, [Brenda@SimpleNeedsGA.org](mailto:Brenda@SimpleNeedsGA.org), 678-266-3344, and Kasey Litt, Board Member/My Birthday Matters Coordinator, [craftygirlga@gmail.com](mailto:craftygirlga@gmail.com), 678-923-7663.