



## **Heading Home Partners with East Coast Grill to Help End Homelessness in Greater Boston**

*“Dine for a Cause” program to benefit Heading Home during month of January*

**CAMBRIDGE, Mass. – January 6, 2011** – Heading Home, Inc., one of the Boston area's largest agencies devoted to helping the homeless, announced today that it has partnered with East Coast Grill and Raw Bar for the “Dine for a Cause” program to help end homelessness in Greater Boston. Restaurant patrons of East Coast Grill need only mention their affiliation with Heading Home, and 10% of their bill will be donated to the organization throughout January 2011.

A non-profit organization, Heading Home's mission is to end homelessness of individuals and families in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness.

East Coast Grill is an authentic, consistently praised restaurant with an incredible amount of flavor, a 25-year mainstay in the Greater Boston restaurant community. World-renowned chef Chris Schlesinger serves a bold mix of bright flavors, super-fresh seafood, live fire, and BBQ – complemented by “relentlessly friendly” staff. East Coast Grill is located at 1271 Cambridge Street in Cambridge's eclectic Inman Square. More information, as well as the unique story behind this one-of-a-kind establishment, can be found at <http://www.eastcoastgrill.net>. Chris Schlesinger will also be the culinary lead and executive chef for Heading Home's Annual Event at The State Room on May 5, 2011. The event will feature tasting booths from local restaurants, including East Coast Grill.

The perilous housing market and wave of foreclosures have displaced many people, and the issue of homelessness has become absolutely critical in the Greater Boston community. On any given night, there are more than 7,000 homeless people in Greater Boston, and the average age of a homeless person – and Heading Home client – is just eight years old. Sadly, not since the Great Depression have so many families been homeless. The number of homeless families is staggering and offers a glimpse into the depth of the affordable housing conundrum. In 2010, Heading Home helped more than 2,000 homeless families and individuals in Greater Boston by providing them a place to call home and opportunities for self-sufficiency.

### **About Heading Home**

Heading Home, formerly Shelter Inc., is a non-profit whose mission is to end homelessness in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness. Founded in 1974 by a small group of concerned citizens in Cambridge, Heading Home today operates programs focused on smaller home-like settings with individualized attention in the communities of Boston, Somerville, Cambridge, Malden, Medford, Everett and Quincy. For more information, visit <http://headinghomeinc.org>.