



Vineyard Vines Shopping Event Benefits Heading Home

Prudential Center store raises money, visibility to help end homelessness in Greater Boston

CAMBRIDGE, Mass. – December 23, 2010 – Heading Home, Inc., one of the Boston area's largest agencies devoted to helping the homeless, announced today that clothing store Vineyard Vines hosted a holiday shopping event that benefited Heading Home. On Sunday, December 19th between 5:00-7:00pm, shoppers at the Prudential Center store in Boston enjoyed 10% off their purchases, and Vineyard Vines gave 10% back to Heading Home.

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.

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>.

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