

## BRIDGEPORT RESCUE MISSION: BIRTHDAY BAG

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### **BIRTHDAY BAG HELPS THE COMMUNITY OF BRIDGEPORT**

Fairfield, CT -- February 5th, 2019 -- Sacred Heart University's Advertising and Public Relations Class and Bridgeport Rescue Mission partner up to help the Bridgeport community celebrate birthdays!

What the Birthday Bag is, is a gift bag full of things parents cannot afford to buy. What we have done is make a bag that contains a cake mix, icing, birthday candles, and a gift for a child in need.

What we hope comes out of this is that every child is remembered on their special day! It's an unfortunate feeling not being celebrated on your birthday, we don't want anyone feeling unspecial on their special day. We plan on this being a huge success with the help of the Sacred Heart community and other members surrounding the Bridgeport Community as well. According to the Bridgeport Rescue Mission website, almost 35% of children fall under the poverty line.

For this project, most of the class is assigned certain roles so we have maximum success regarding the Birthday Bag. Some people are setting up times to fundraise for this project so everything can go smoothly. What my role in this is creating the Birthday Bag's logo and running the social media smoothly and precisely so everyone can stay connected.

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