



11/23/11

SAN FRANCISCO FIRE DEPARTMENT
Public Information Office

Media Advisory

0800 Hrs

For Immediate Release PST
Mindy Talmadge – 415 – 558-3403
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**SAN FRANCISCO FIRE STATIONS – COLLECTION SITES FOR PERSONAL CARE ITEMS
TO BENEFIT THE HOMELESS
2ND ANNUAL *WORKING ESSENTIALS* COLLECTION**

For the second year, the San Francisco Fire Department is partnering with the nonprofit organization, *Working Essentials*, in a Collection/Drive to assist homeless individuals in their efforts to obtain and retain employment. The lack of accessibility to job readiness items is a major barrier to employment for individuals who are homeless. *Working Essentials* provides the necessary items to help people maintain their personal hygiene. This is a small program making a huge impact and is currently the only organization in San Francisco that is meeting this need for the homeless population.

Last year, the Fire Department collected more than 500 pounds of soap, 300 pounds of shampoo and conditioner, 600 toothbrushes and 70 pounds of toothpaste. These items made it directly into the hands of more than 3600 homeless individuals.

Beginning December 1, 2011, public donations may be dropped off at all local Fire Stations. For a list of Fire Station Locations, go to <http://38.106.4.187/index.aspx?page=176>. The drive will run through the end of December.

BELOW IS A LIST OF ITEMS THAT ARE IN SHORT SUPPLY WITH A HIGH DEMAND

TOOTHBRUSHES AND TOOTHPASTE
DEODORANT
SHAMPOO & CONDITIONER

OTHER MUCH NEEDED ITEMS

SOAP	COMBS & BRUSHES
SHAVING CREAM	RAZORS
LAUNDRY SOAP	FEMININE HYGIENE PRODUCTS
MAKE-UP	BLOW DRYERS
CURLING IRONS	WATCHES

Working Essentials contact is Vera Lee-Honen. She can be reached at (415)733-0990 x605 or by email at vlee-honen@toolworks.org

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