



For Immediate Release

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THE CENTER FOR FAMILY RESOURCES TO RESCHEDULE ANNUAL GALA IN 2021

Marietta, GA (May 26, 2020) – The Center for Family Resources (CFR) has announced that they will not reschedule their postponed annual gala in 2020. However, they will reschedule for a date in 2021. The CFR had to cancel their Diamonds in the Garden Anniversary Gala in March due to the Public Health State of Emergency in Georgia issued in light of the COVID-19 pandemic.

The decision to reschedule the event will allow the CFR staff and supporters to focus on providing emergency assistance to those financially impacted by the COVID-19 pandemic. The CFR staff are busy working through support requests from hundreds of families in need. More than 1,000 calls have been received since March from those impacted by COVID-19.

“At this time, we do not feel rescheduling the gala for this year would be fiscally responsible,” says **Melanie Kagan, Chief Executive Officer for the CFR**. “Unfortunately, there were expenses incurred that are not recoupable because of how close to the event we were when the decision to cancel was made.” The annual gala is typically the CFR’s largest fundraiser of the year, and the negative financial impact on the organization has been significant.

“Fortunately, we have incredible corporate and individual supporters who have donated their planned sponsorship despite the cancellation. This includes ticket holders as well. This act of generosity has helped the organization continue its operations and respond to the growing community needs,” she continued.



For people seeking assistance, contact the Center for Family Resources at (770) 428-2601. All inquiries are being taken over the phone, and the agency is not open to walk-ins in an effort to maintain a safe environment for staff and clients. Anyone who would like to **donate to the emergency assistance fund at The Center for Family Resources can make their tax-deductible donation at www.thecfr.org/give.**

About The Center for Family Resources

Since 1960, the Center for Family Resources has annually helped more than 12,000 low-income families with temporary financial and food assistance, housing, and employment and education services. By “empowering families to help themselves,” the staff at the Center for Family Resources is committed to breaking the cycle of poverty by helping families acquire the resources they need to become independent and self-sufficient. For more information visit www.TheCFR.org.

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