



FOR IMMEDIATE RELEASE
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Crossroads of Michigan Receives \$40,000 Challenge Grant

Detroit, Mich- Crossroads is especially honored to be the recipient of an anonymous \$40,000 challenge grant to celebrate our 40th Anniversary. The Crossroads challenge is to identify 40 people, who have never made a contribution to Crossroads greater than \$250, to donate \$1,000. Every \$1 Crossroads raises will be matched up to \$40,000. This is a fantastic opportunity to meet new contributors, get the Crossroads name into the public eye, and raise much needed resources to help the poor and forgotten in Detroit with food, clothing, prescription medication, identification, transportation and to provide a hand-up and the gift of hope for the future.

The challenge grant will take place from March 2011 to December 31, 2011. Each contribution made to the \$40,000 challenge will be commemorated with an engraved brass plaque to be displayed in the Crossroads Soup Kitchen.

Contributions to the \$40,000 Challenge Grant can be sent to: Crossroads of Michigan Attn: Mary Honsel, 2424 West Grand Boulevard, Detroit, MI 48208 or call 313-831-2787 to make a donation by phone. Credit card or PayPal payments may be submitted on the Crossroads website at www.crossroadsofmichigan.org. Please include "Challenge Grant" in the description on all donations.

Crossroads is a non-profit service outreach agency offering counseling, advocacy, and emergency assistance to people in need. Crossroads serves its clients through two social service units, a Sunday Soup Kitchen, and a no fee employment service, the Crossroads Employment Office (CEO). For more information about Crossroads of Michigan, a tour of our facility or to learn about volunteer opportunities, call 313-831-2787 or visit our website at www.crossroadsofmichigan.org.

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