



For Immediate Release

October 3, 2023

Contact:

Sarah Austin TW2 Marketing saustin@tw2marketing.com (909) 754-4153

HomeAid San Diego Hosts 5th Annual STEP UP! Walk to End Homelessness

SAN DIEGO — <u>HomeAid San Diego</u>, a nonprofit organization working to provide services to mitigate the homelessness crisis in San Diego County, is holding its fifth annual STEP UP! Walk to End Homelessness on Nov. 12, 2023. This yearly event is a 5k run or walk aimed at raising funds to support HomeAid in providing resources and assistance to those affected by homelessness while actively combating the housing crisis in San Diego.

Taking place in person at De Anza Code in Mission Bay Park, the event is scheduled for 8 a.m. to 1 p.m. Individuals, families, teams, groups and companies are invited to participate.

The event will include food, music, games and a recognition program to honor the individuals and organizations who have made a difference to HomeAid San Diego and who are making big impacts to help those experiencing homelessness. All proceeds from the event will benefit HomeAid San Diego's building projects, community outreach and advocacy efforts.

Homelessness demands collective action, and HomeAid San Diego is committed to providing real solutions," said Mary Lydon, executive director of HomeAid San Diego. "The annual STEP UP! Walk to End Homelessness not only raises crucial funds but also symbolizes our collective determination to address the housing crisis in San Diego.

HomeAid San Diego's premiere sponsor, Avalon Bay Communities, is joined by other sponsors including, IQHQ, C&S Companies, Lavine Lofgren Morris & Engelberg, LLP, Lowe, Reidinger Public Relations, TW2 Marketing, Cumming, City National Bank, NAIOP San Diego and PATH San Diego.

To register for the event as an attendee or become a sponsor, visit https://bit.ly/3sX7OJW or contact Mary Lydon at mary.lydon@homeaidsd.org.

About HomeAid San Diego

Founded in 2002 HomeAid San Diego is a local affiliate of HomeAid America, which includes 19 chapters across the United States that attack the reality of homelessness with a unique and collaborative approach. Through housing development, community engagement, advocacy and workforce development, HomeAid improves and expands housing and resources for those experiencing or at risk of homelessness in the San Diego region.

By bringing together homeless service providers, local builders and trades, national and local resources, and community leaders, HomeAid builds and renovates shelters and transitional housing at a reduced cost. Bringing its expertise to at-risk and homeless service providers, HomeAid helps to reduce the time spent on managing a building project allowing these entities to focus on their core work in mitigating homelessness in San Diego County.

For more information, visit https://www.homeaidsd.org