



## FOR IMMEDIATE RELEASE

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### “BUNDLES FOR BABIES” DONATION DRIVE BENEFITS AREA’S AT-RISK FIRST-TIME PARENTS

*Local Firm, Elements LLC, Behind Effort to Help Visiting Nurse Association of South Central Connecticut’s Nurturing Families Network*

New Haven, CT, November 2006 –The Visiting Nurse Association of South Central Connecticut’s Nurturing Families Network is a state-funded program that provides information, guidance and assistance to first-time parents. Designed and implemented by Elements, a New Haven based graphic design and marketing communications firm, Bundles for Babies is a donation drive with the goal of helping the program fill Nurturing Families’ shelves with diapers, formula, toys and other supplies that it routinely distributes to the families it helps.

A two-part effort, Bundles for Babies began in late summer, when the staff of Elements set up tables at the East Haven Stop & Shop and ✖- with assistance from employees of the Visiting Nurse Association of South Central Connecticut – accepted literally hundreds of donated items from shoppers.

“We are very grateful for the support the local community has shown us so far,” said the Visiting Nurse Association of South Connecticut’s Pam Lorenzo, MSW, Director of the Nurturing Families Network. “To appreciate the importance of this effort, imagine the anguish of a young mother forced to ration diapers, rather than change them when truly needed. Or a child deprived of the development benefits of educational toys.”

“Elements has a tradition of developing and running donation drives to help worthy local causes,” noted Amy Graver, President of Elements. “When we learned of the good work Pam and the Nurturing Families Network are doing, we knew we had to help. The drive at Stop & Shop was a great success, but we’re not done yet.”

The second - and ongoing - part of Bundles for Babies is an online “baby registry.” People interested in making donations are encouraged to visit [www.toysrus.com](http://www.toysrus.com), click on BABY REGISTRY and then enter babies into the last name field and bundles into the first name field or 66129696 into the registry # field. All items purchased will be automatically shipped directly to the Visiting Nurse Association.

Headquartered in New Haven, the Visiting Nurse Association of South Central Connecticut is a not-for-profit home health care organization serving the greater New Haven, Milford and Valley communities. Elements, LLC is a graphic design and marketing communications firm located in New Haven’s historic Fair Haven district.

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