



FOR IMMEDIATE RELEASE

Contact: Laurel Meny
 Public Relations Director
 IMA CREATIVE, INC.
 Toll free: 866.930.8767 | Local: 239.278.3034 | Extension: 701E-mail:
 laurel@imacreative.com

One Color Photo Attached.

Sharon Hood, founding editor/publisher of *éBella* Magazine, and Anne Fleming, general manager of Waterside Shops, join Jean Ann Lynch, founder and board president of Baby Basics of Collier County (center), as she accepts a donation from the Waterside Shops Coins for a Cause program.

Baby Basics of Collier County Accepts \$5,012.70 from Waterside Shops Coins for a Cause

NAPLES, Fla. (February 15, 2016) - Baby Basics of Collier County (www.BabyBasicsCollier.org), a volunteer organization that provides free diapers and kindness to over 378 infants and toddlers from low-income, working families in Collier County and Bonita Springs, is pleased to announce that Waterside Shops raised \$5,012.70 for Baby Basics through its Coins for a Cause program. Coins for a Cause is a program in which Waterside Shops donates all of the coins in its fountains to one deserving organization each year.

“It was an absolute honor for Baby Basics of Collier County to be named the 2015 Coins for a Cause partner. This money is so important to an organization of our size. We are a volunteer organization and rely on donations, fundraising events, and sponsorship dollars to purchase diapers for our families. This program will allow us to provide diapers and kindness to even more babies in need in our community and for this we are truly thankful,” said Jean Ann Lynch, Baby Basics of Collier County’s Founder and Board President.

Baby Basics of Collier County was founded in 2004 and has impacted over 1,600 families in Collier County and Bonita Springs since it began. Families interested in the program are referred from local social service agencies and are screened for qualification. To participate in the program, families must meet certain criteria - which include at least one working parent or guardian, demonstrated financial need, and the family may not be

receiving federal or state cash assistance. Those families who meet the criteria come to the closest distribution site to pick up a free supply of diapers. Volunteers greet the families, help them select the proper size, and provide information about the next distribution and other opportunities for supportive services. Baby Basics is a volunteer organization and all donations and sponsorship funds are used to purchase diapers.

Set in the ultra-exclusive city of Naples, Florida, Waterside Shops is a collection of the finest luxury brand retailers from around the world and elegant dining options in a tranquil, outdoor environment. Anchored by Saks Fifth Avenue and Nordstrom, the center is home to more than 60 stores including Gucci, Louis Vuitton, Tiffany & Co., Burberry, Ralph Lauren and MaxMara. A truly sublime experience, visitors can wander past cascading waterfalls, lush flowering plants, and dramatic architecture all under the canopy of towering royal palm trees. For more information, please visit www.WatersideShops.com.

For more information about Baby Basics, please visit www.BabyBasicsCollier.org or contact Jean Ann Lynch, Baby Basics founder and board president, at 239-352-4310 or via email at BabyBasicsNDC@hotmail.com.

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