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Birthday Blessings announces name change and plans for new local facility

(Charlotte, N.C., January 10, 2011) - Birthday Blessings, a volunteer-led nonprofit serving homeless children and families across the greater Charlotte region, is proud to kick off the new year with two major announcements. In addition to a name change, plans are under way for the organization's new headquarters located in Matthews, North Carolina.

A new year, a new name

Effective January 10, 2011, Birthday Blessings will become **Bright Blessings USA** ("*Birthdays and Beyond for Homeless Children*"), a strategic decision by the organization and its Board of Directors with twofold purpose: To better convey the breadth of the nonprofit's programs and services which have evolved significantly since its founding; and to provide a unique and trademarked brand for the planned official launch of the organization's National Affiliate Network.

"It's amazing to see how the Charlotte community has wrapped itself around this organization, helping it grow to where it is today," says Amy Cervantes, volunteer executive director and co-founder. "John and I are constantly humbled by how much Bright Blessings has expanded and how many lives are being impacted as a result. Our community is truly remarkable."

Service to the community, by the community

After operating at its current location for two years, thanks to the generosity of partial donated space by local nonprofit LifeSpan Services, Bright Blessings is preparing to move its headquarters to Matthews. This spring the organization will open the doors to its new facility, **The Giving Village**, a concept inspired by the nonprofit's founding goal of providing relevant, hands-on volunteer opportunities for children—and people of all ages—in a safe, comfortable and uplifting environment. The nearly 4,000 square foot facility located at 608-A Matthews-Mint Hill Road will be home to the Bright Blessings programs and its supporting projects, and will host hundreds of volunteers and visitors monthly. Each aspect of the organization and its program services will be brought to life in the form of a small town operated by its "villagers"—a community of volunteers. Facility details and layout are available online at www.BrightBlessingsUSA.org

Bright Blessings began in 2005 as a family service project created by Mint Hill couple Amy and John Cervantes as way to help children in need while fostering a love for volunteerism in their own young children. In 2008, they incorporated their service venture as a registered 501(c)3 nonprofit, quickly expanding the organization's programs and services. Today, Bright Blessings operates two core programs, Bless-A-Birthday and Bless-A-Baby, and numerous supporting projects that reach more than 2,000 homeless children and families annually. Thanks to success of its volunteer-led infrastructure and many dedicated supporters, this non-profit helps help brighten the lives of children in need every day.

After 18 months of development and preparation, the Bright Blessings National Affiliate Network is scheduled to officially launch in 2011. Several pilot affiliate chapters are organizing or already under way in cities across the country.

For more information, go to www.BrightBlessingsUSA.org.

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