



For Immediate Release

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BLOSSOMS OF HOPE AND ZACHING AGAINST CANCER FOUNDATION PARTNER TO EXPAND THE SANTA PROJECT

BALTIMORE, Md. — Blossoms of Hope (BOH) and Zaching Against Cancer Foundation (ZACF) have partnered to expand The Santa Project, first initiated by BOH during COVID to bring Santa and his elves to the homes of children in the Howard County region. While children could not visit Santa at the malls during the pandemic, more than 2,400 children were visited by Santa at their homes last year through The Santa Project.

This Christmas season, with the partnering of Blossoms of Hope and Zaching Against Cancer Foundation, that number of home visits and the region reached will be greatly expanded. "Being able to bring joy to so many children last year with Santa home visits was a highlight of Blossoms of Hope's year. To be able to partner with a like-minded organization to expand that reach this year is even more exciting," said Joe Barbera, chair of the Blossoms of Hope board.

The Santa Project is a special event that allows children to visit with Santa as he makes individual home visits. Sponsors help support designated neighborhoods for Santa to visit while families sign up for an in-person, at home visit from Santa and his elves. Santa has a "nice" list and a bag of goodies. Families are encouraged to take selfies and enjoy the holiday cheer. While most of the visits last year were in Howard County, with the new partnership between Blossoms of Hope and Zaching Against Cancer Foundation, Carroll County will be added to Santa's flight schedule.

"This is a perfect pairing for the Zaching Against Cancer Foundation," said Felicia Fleming, Executive Director of Zaching Against Cancer. "We are delighted to work with Blossoms of Hope and to bring holiday cheer to so many children who have felt isolated these last two years. It is great to work with another organization that focuses on cancer-related issues and has our children's well-being as a #1 concern."

"It is so much fun to watch Santa and his elf arrive at each family's home with the children in excited anticipation," said Susie Davis, The Santa Project chair. "He arrives on his 'sleigh' and will read each child's name from his scroll. The children are ecstatic that they are on the 'nice list' and are delighted with the giveaway gifts that Santa gives everyone. The fact that we can

perhaps double the number of children we visit this year by partnering with Zaching Against Cancer Foundation is a perfect opportunity for both organizations and for the children Santa visits.”

About Blossoms of Hope

Blossoms of Hope (BOH) enhances quality of life through beautification projects and financial support for cancer organizations and other causes in and around Howard County. Sixteen years ago, BOH began as an organization to beautify Howard County and to raise funds to help the Claudia Mayer/Tina Broccolino Cancer Resource Center (CMTBCRC) and other cancer-related causes. Over the years, Blossoms has continued to support CMTBCRC and cancer-related causes but has also branched out to respond to other critical needs within the community. As a 501(c)(3) nonprofit, Blossoms raises money through fundraising events, tree sales and sponsorships, enabling it to respond to critical community needs. Learn more at blossomsofhope.org.

About Zaching Against Cancer Foundation:

The Zaching Against Cancer Foundation (ZACF) improves the quality of life for cancer patients and their caregivers by providing support through direct patient services and programs, scholarships and grants. Created in 2013 by former University of Maryland student Zachary Lederer and his parents, John and Chris Lederer, ZACF works to fulfill Zachary’s mission of #livingthedream by inspiring and helping others in his memory. Zachary Lederer fought brain cancer twice by the age of 18. During his fight, he created the viral sensation that would come to be known as “Zaching” by striking the strongman pose in a photo taken after his brain surgery. “Zaching” became known across the nation as a sign of strength and hope and was spread by friends, family, celebrities, cancer patients and athletes alike. ZACF is a 501(c)(3) nonprofit organization based in Columbia, Md. For more information or to get involved, visit <http://www.zachingagainstcancer.org/>.

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