

Experiment in Self-Reliance

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January 24, 2020

FOR IMMEDIATE RELEASE

ESR's Winter Wonderland Event to Raise Money for Programs

Winston-Salem, NC -- Experiment in Self-Reliance (ESR) will host a Winter Wonderland fundraiser event at the Wake Forest Innovation Quarter from 4-7:30 PM on Sunday, February 16 to honor donors, celebrate the winter season, and commemorate 55 years of service to the Winston-Salem area. The Wake Forest Innovation Quarter is located at 575 Patterson Avenue. The Winter Wonderland fundraiser is an opportunity to raise funds for ESR's programs and services, as well as a time of fellowship and thanksgiving for donors, partners, and friends. Participants will be able to connect with staff, clients, and community partners while learning about the impact of ESR's services.

The event also serves to honor new members of the agency's donor society. The Louise G. Wilson Legacy Society was established in 2015 to honor the legacy of the late Louise G. Wilson who served as ESR's Executive Director from 1968-1985. Members of the group donate \$1000 or more to the agency's Annual Fund each year. New members of the Louise Wilson Legacy Society are inducted at the event.

This year's entertainment features Mia Thompson Music with sound by Mr. Bill Productions. Participants are able to bid on silent auction items throughout the night. Event sponsors include Truist, Winston-Salem Federal Credit Union, Reynolds American, Truliant, and Wake Forest Innovation Quarter.

ESR is a non-profit Community Action Agency that focuses on empowering people with low-moderate income to become self-reliant. The non-profit has a history of community collaboration with organizations such as Crisis Control Ministries, Habitat for Humanity, and the Winston-Salem Foundation. ESR's programs help provide housing, teach clients to save, budget, and improve credit scores, provide assistance for education, and help clients build assets like homeownership, as well as free tax preparation. All clients must be working.

For more information on ESR's services or the Louise G. Wilson Legacy Society, visit ESR's website at www.eistr.org or call 336-722-9400.