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## Children's Luncheon Brings "Christmas" to Over 100 Children



By Greater Lehigh Valley Auto Dealers Association

LEHIGH VALLEY – The Greater Lehigh Valley Auto Dealers Association (GLVADA) recently hosted a heartwarming Children's Christmas Luncheon on December 15, 2024, at the Delta by Marriott in Breinigsville, Pennsylvania. The event capped off a successful holiday toy drive with toy donation boxes in 22 new car and truck dealers across the Lehigh Valley.

Families enjoyed a festive afternoon complete with a holiday kids' buffet, live music, toy giveaways, and memorable visits from beloved holiday characters, including Santa, Mrs. Claus, Frosty the Snowman, and Rudolph the Red-Nosed Reindeer. Made possible by GLVADA, iHeartMedia, and PSECU, this special event created "Christmas" and featured "Photos with Santa" for children and families facing challenges. This includes area residents supported by the Pediatric Cancer Foundation of the Lehigh Valley, Camelot for Children and various area foster care organizations from Lehigh Valley, Monroe County and Pottsville.

Among the attendees was a brave young boy, Jackson, age 5 of Brodheadsville, Pa, currently undergoing active chemotherapy, who joined the celebration with his family.

"New Car and Truck Dealers along with our generous supporters, are honored to bring smiles to so many families during his special time of year," expressed Dan Moyer, Executive Director of GLVADA. "GLVADA member dealerships were proud to see so many employees and members of our community contribute new, unwrapped toys during our toy drive showing

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## Allentown Rescue Mission Celebrates 125 years of Love and Hope

By Stefanie Appel

(ALLENTOWN, PA) – This January, the Allentown Rescue Mission will celebrate 125 years of Rescuing, Rehabilitating, and Restoring men experiencing homelessness. It's launching a year-long social media campaign to look back over its history and highlight moments, milestones, and the men who have benefited from its life-changing services.

The Mission is also challenging the public to raise \$125,000 for its 125 years of service through individual and corporate donations. In 1900, Obediah Becker founded the Mission out of his family home, and by 1917, the



Mission had grown into a substantial institution and the growth continued throughout the years. Today, the Mission shelters nearly 1,000 men and serves over 65,000 meals annually. It operates a 123-bed facility that provides three distinct programs to help men change the trajectory of their lives.

It rescues men off the streets and teaches biblical principles and life skills in its Transformation Program to men seeking further healing. Men who complete the Transformation Program, are eligible for immediate transitional employment on the Clean Team Workforce where they gain work experience and save money for housing to end their homelessness. Over the decades, the Allentown Rescue Mission has adapted to and addressed the changing face of homelessness to provide life-changing help to thousands of men.

The Mission welcomed soldiers returning from all tours of duty beginning with World War I, victims of the Great Depression, addicts from the emerging drug culture of the 1960s, patients after the de-institutionalization of mental illness and the AIDS epidemic, men financially injured from the 2008 recession and housing market collapse, and most recently men looking for safe shelter during the COVID-19 pandemic. "Over the past 125 years, the Allentown Rescue Mission has been an essential institution addressing homelessness, re-education, and



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**State Farm**  
Debbie Pettinari, Agent  
106 S Broadway  
Wind Gap, PA 18091  
610-881-4433  
[Debbie.pettinari.wz73@statefarm.com](mailto:Debbie.pettinari.wz73@statefarm.com)

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