

Innovia Foundation  
421 W. Riverside Ave., Suite 606  
Spokane, WA 99201-0402  
www.innovia.org  
Contact: Sarah Bain  
509-951-0627; sbain@innovia.org



## **FOR IMMEDIATE RELEASE**

### **Spread Holiday Cheer in Malden and Pine City by Adopting a Fire Victim Family**

SPOKANE, WA, December 1, 2020: Innovia Foundation is excited to announce the launch of *“A Pine Creek Christmas: Celebrating Malden and Pine City”* to provide a brighter Christmas for the families of Malden and Pine City displaced by the destructive September wildfires.

Innovia Foundation is partnering with generous individuals, families and businesses to facilitate bringing Christmas to the Pine Creek area by connecting sponsors with families. Sponsors will serve as Santa, bringing wrapped gifts for their assigned family or making a cash contribution for one of Santa’s elves to do the shopping. We are also seeking volunteers to help with shopping, wrapping gifts and delivering presents.

“Christmas will look different for all of us this year, and for those families who have lost their homes, it will be especially difficult,” said Innovia Foundation CEO Shelly O’Quinn. “Innovia is committed to ensuring the holiday is a little brighter and merrier for those families who face the daunting task of starting over.

On September 7, the Babb Fire swept across Whitman County. An estimated 80% of homes in Malden and nearly 75% of homes in Pine City were lost.

“When you’ve lost everything, what you need most is a connection with people who care,” said Scott Hokonson, Director of Recovery Operations and Malden resident who lost his home. “The most valuable resource we have are the partnerships we forge to truly make a difference.”

This giving season, Innovia Foundation is asking you to support our community by adopting a family, donating to the cause or volunteering to bring a little Christmas cheer. Any remaining funds will go to the Wildfire Recovery Fund for long-term community restoration. Visit [www.innovia.org](http://www.innovia.org) to sign up!

Sponsor registration, a donation link and volunteer sign-ups can be found at <https://innovia.org>. Those wanting to support the Pine Creek communities are invited to join others in Malden on December 5<sup>th</sup> at 1:30pm for a tree lighting ceremony to launch the holiday spirit!

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Innovia Foundation ignites generosity that transforms lives and communities so that every person has the opportunity to thrive. As the community foundation for Eastern Washington and North Idaho, we partner with people who want to make our world better. We work together to address and solve our region's problems, help those in need, identify and respond to our greatest opportunities and leave a lasting impact. Each year, Innovia Foundation invests nearly \$7 million into our communities through grants and scholarships to nonprofit organizations and local students.