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## **Detroit's Coalition On Temporary Shelter to participate in Hallmark Channel Awareness Campaign**

*Detroit, MI - October 27, 2008* – The Coalition On Temporary Shelter (COTS) has been chosen by the Hallmark Channel as a participant in their “Hitting Home” Campaign, a drive in support of National Hunger and Homelessness Week (Nov. 16-22).

Not coincidentally, Hallmark is introducing a made for TV film “Accidental Friendship”, based on the true-life story of Yvonne Caldwell, a homeless woman who lived on the streets of Los Angeles. The unique part of “Hitting Home” is the outreach by prominent film stars.

For four weeks leading up to the November 15 premiere of the Hallmark Channel Original Movie “Accidental Friendship”, Chandra Wilson, Ben Vereen and Kathleen Munroe, the stars of the film, will be contacting media in 20 of America’s largest cities with information on local charities like COTS, who help people who’ve fallen on hard times. The actors will encourage volunteerism and charitable giving on the local level and request that these messages are passed on to media audiences.

“We are extremely pleased to have been chosen to take part in this program,” notes Lynn Wilhelm, COTS Chief Development Officer. “When major stars like Ben Vereen, Chandra Wilson and Kathleen Munroe help promote us, we get attention,” she continued.

*Founded in 1982, the Coalition On Temporary Shelter (COTS) is a private, non-profit organization that provides emergency shelter, transitional and permanent housing and comprehensive support services for Detroit's homeless population. Its mission is to alleviate homelessness by offering an array of services, which enable people to achieve economic self-sufficiency and decent, affordable housing. COTS™ 140-bed shelter provides nearly 50,000 nights of emergency shelter each year. Visit [www.cotsdetroit.org](http://www.cotsdetroit.org) for more info.*

*Hallmark Channel, owned and operated by Crown Media Holdings, Inc., is a 24-hour basic cable network that provides a diverse slate of high-quality entertainment programming to a national audience of over 85 million subscribers. The top tier program service is distributed through more than 5,450 cable systems and communities as well as direct-to-home satellite services across the country.*

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