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The People Concern Launches New Campaign: Together, We Can End Homelessness

Massive mural is unveiled in Santa Monica, CA!

(LOS ANGELES – February 9, 2021) The People Concern, one of LA County’s largest housing and social services agencies working on the frontlines to solve the homelessness crisis in our communities, has launched their *Together, We Can End Homelessness* campaign. The campaign is the genesis of a movement that will bring together community members and businesses through a mural and window displays depicting a QR code that, when scanned, will display a video of The People Concern working with unhoused neighbors in the community and empower people to take action by supporting this critical work.

To launch the campaign, a mural has been completed on 7th St. and Colorado Ave. in Santa Monica. The massive mural depicts interconnected hands to symbolize the community working together toward a future in which everyone is housed, healthy and safe. The mural was developed in partnership with Corie Mattie and Beautify Earth. The People Concern encourages the community to visit the mural and share photos on social media – please adhere to all public health guidelines.

“Our goal was to create a localized, grassroots movement incorporating traditional art mediums with a digital platform. By scanning the QR code, community members can take action to help our most vulnerable neighbors. The murals are meant to not only beautify our community, but to also heal it,” says mural artist, Corie.

The People Concern has been a vital part of the community in Santa Monica for decades, providing comprehensive services to people experiencing homelessness and linking them to permanent housing. The hope is to eventually expand the campaign to other parts of LA County where The People Concern works. The objective is to connect the local community with The People Concern, who is the expert in serving people experiencing homelessness, moving them into housing and then keeping them housed for good.

“We often hear from community members that homelessness is an overwhelming problem – that it feels too big and complicated for any one person to make a difference. We launched this campaign to change that perception because we believe that everyone has a critical role to play in improving the lives of our most vulnerable neighbors. The People Concern is at the forefront of ending homelessness in LA and we are igniting a movement for people to learn about our work in their community and then become changemakers by supporting and joining our efforts,” says John Maceri, CEO of The People Concern.

LA is home to the largest unsheltered population of people experiencing homelessness in the country; the pandemic is only exacerbating this growing crisis. Currently, there are over 66,000 people suffering without a home in the county. By joining this movement and becoming a monthly supporter, local community members are sustaining lifesaving work and making a positive impact on the lives of people experiencing homelessness.

The People Concern’s *Together, We Can End Homelessness* campaign urges community members and businesses to join a movement to help solve one of the most severe humanitarian crisis of our time.

About The People Concern

One of Los Angeles County’s largest housing and social service agencies, The People Concern is working to end homelessness through its proven approach that focuses on housing first with wraparound services. The People Concern provides a fully integrated system of care – including outreach, housing services, mental and medical health care, substance use services, life skills, and wellness programs – tailored to the unique needs of people experiencing homelessness and victims of domestic violence. Our programs empower the most vulnerable among us to improve their quality of life – housed, healthy and safe – and become active participants in the community. Ninety-two percent of people supported by The People Concern in permanent housing never experience homelessness again! For more information, visit www.thepeopleconcern.org.