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FOR IMMEDIATE RELEASE:

Kids In The Middle Hosts Seventh Annual Giving 4 Kids Campaign

Non-profit sets goal to raise \$185,000 in 24-Hour Matching Gift Campaign

ST. LOUIS (May 3, 2022) - Kids In The Middle (KITM), a non-profit counseling agency, will host its seventh annual Giving 4 Kids (G4K) campaign on Tuesday, May 17 through Wednesday, May 18. During the 24-hour online giving campaign, all donations will be quadrupled to provide much-needed mental health services for children and families healing from the trauma of divorce and separation.

“Each year, our supporters continue to go above and beyond in raising donations during this campaign,” says CEO of KITM, Katy Walter. “Thanks to our incredible matching donors, all gifts are quadrupled, allowing KITM to help even more children and families throughout these difficult family transitions.”

The Giving 4 Kids campaign will help ensure that families and children feel empowered as they experience difficult family transitions through counseling, education, and support. Proceeds from this event will allow KITM to keep its promise to the community to never turn any family away due to an inability to pay.

“You can see the urgency our supporters have to help make a difference in our community through this campaign,” continues Walter. “It is truly amazing to see everyone come together to not only meet but surpass our goal each year.”

In 2021, Kids In The Middle created a 10 Year Impact Statement to ensure that more children and families are helped in the Greater St. Louis Region. By 2031, Kids In The Middle will provide 45,000 kids and families with life-changing social and emotional skills to heal from the trauma of divorce and separation.

For more information and to donate to Giving 4 Kids, please visit www.charidy.com/kitm. All donations are fully tax-deductible as allowed by law.

About Kids In The Middle

Kids In The Middle (KITM) helps children and families transition to a new way of life before, during, and after separation and divorce, for the sake of creating healthier futures for all involved. Founded in 1977, KITM is a nationally accredited non-profit agency that provides comprehensive and confidential counseling, education, and support services focused on the entire family. KITM is a proud member of the United Way of Greater St. Louis and receives funds from the St. Louis County Children’s Service Fund. KITM is located at 2650 S. Hanley Rd. in St. Louis, MO. For more information, visit www.kidsinthemiddle.org.

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