



NEW HOPE FOR FAMILIES
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For immediate release

November 10, 2025

Everyone is invited to attend **Hope for the Holidays** presented by IU Credit Union, the seventh annual holiday tree festival and charity auction to benefit New Hope for Families, November 17–19 at Switchyard Park Pavilion in Bloomington.

Attendees will see more than 50 unique and festive holiday trees decorated by local businesses, organizations, groups and families. In addition to all the lights and tinsel, visitors can enjoy free cookies and cocoa, holiday music, and live performances. Santa will make an appearance on Tuesday. This family-friendly event is free to attend and open to the public.

“I remember seeing the poster promoting the Hope for the Holidays tree festival years ago and I knew I wanted to be a part of it,” said Betsy Smith, co-chair of this year’s tree festival. “It’s an amazing community event filled with generosity and creativity from local individuals and businesses coming together.”

Throughout the festival, each of the fantastic trees on display will be available to purchase for a special "Buy It Now" price. On the final night of the event, all the remaining trees will be sold off during an exciting live auction.

All proceeds from this event will benefit families overcoming homelessness right here in our community. New Hope for Families provides shelter and early learning programs to keep families together and lift every child into a promising future. It is the only emergency shelter in Monroe County where adults with children can find shelter together.

HOPE FOR THE HOLIDAYS

♥ TREE FESTIVAL ♥

PRESENTED BY **IU Credit Union**

“IU Credit Union is excited to sponsor Hope for the Holidays to benefit New Hope for Families,” said IU Credit Union President and CEO Bryan Price. “One hundred percent of the proceeds go to families in need. If you can't get behind that, I'm not sure what you could get behind.”

Video of full comments from Bryan Price, president and CEO of IU Credit Union:

<https://youtu.be/RYqhjsTx0oI>

Hope for the Holidays coincides with **Hunger and Homelessness Awareness Week**, November 16-22, designed to shine a light on organizations and individuals committed to addressing the problem of poverty, hunger and homelessness in communities across the country.

Event: Hope for the Holidays 2025 presented by IU Credit Union

Public viewing: Monday through Wednesday, November 17–19

Live auction: Wednesday, November 20, starting at 6:00 p.m.

Location: Switchyard Park Pavilion, 1601 S. Rogers Street, Bloomington, IN

For more information, visit <https://www.newhope4families.org/hope4theholidays>

Contact:

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(arrangements can be made through Thom Atkinson at New Hope for Families)

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