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FOR IMMEDIATE RELEASE

**MICHAEL'S PLACE ADAPTS TO REMOTE PROGRAMS AND ONLINE EVENT TO  
SUPPORT THOSE GRIEVING**

TRAVERSE CITY, MI., April 30, 2020 – Michael's Place, northern Michigan's only non-profit grief support center, is fulfilling the organization's mission in spite of the pandemic's stay-at-home mandate with innovative and compassionate outreach and asking the community to join together in support of a cancelled fundraising event and care of the grieving children, teens, and adults in our community.

**Remote Program Offerings**

In spite of the coronavirus pandemic, the critical programs of Michael's Place continue and have become even more important to our community. "We implemented social distancing and changed *how* we provide grief support but the grieving individuals and families living in our northern Michigan community, including those with the loss of a loved one to COVID-19, continue to receive impactful and compassionate grief support", explained Mindy Buell, Executive Director. "The sense of isolation that grief brings can be exacerbated under present world conditions," Buell added.

Michael's Place is a grief support center for children, teens, and adults. The organization gives those who grieve a voice to share their story, care and support to survive their loss, and hope to begin to live again. Last year, Michael's Place provided grief support services to 1,700 individuals in the community at no cost. The pandemic has increased the isolation and disconnection from loved ones making the programs and services of Michael's Place even more critical to our community. Michael's Place is committed to providing healthy healing opportunities and is doing so by:

- Adapting and launching peer to peer grief tele-support for bereaved adults through video-conferencing
- Providing one-to-one support via telephone with our social workers
- Offering resources and impactful and compassionate grief care to bereaved children and families via email, mail, and phone
- Guiding and directing school and workplace leadership in communities experiencing a grief crisis via telecommunication and video conferencing

**11th Annual A Night at the Movies Benefit Goes Virtual**

Closings and cancellations nationwide are the new normal. The 11th Annual *A Night at the Movies*, an important fundraiser for the organization, was scheduled for Friday, May 8th, at the AMC Cherry Blossom 14 Theatre. AMC Theatres remain closed in response to the coronavirus pandemic.

For 10 years, *A Night at the Movies* has been a widely supported community event that has raised up to 10% of the Michael's Place budget. Cancelling this event was difficult knowing the importance that this fundraiser is to the no-cost grief support programs and services provided to the bereaved in the community. Thanks to generous sponsors who have chosen to support the organization and the fundraising event, Michael's Place is approaching 40% of the funds needed to meet a \$45,000 goal.

"Sponsors of the benefit have been so kind and gracious. They have assured us of their commitment of support, not because of recognition, but because they believe in the mission," shared Buell. "We are almost halfway to our goal and are asking the community to help us raise the additional dollars."

To continue to raise funds, Michael's Place is launching an event page on Facebook and inviting the entire community to join-in for a fun pre-show video on *Friday, May 8, at 7:00 pm* and then settle in for the evening, staying safe at home. "Please join us for the pre-show event on Facebook and help support our mission and goal of \$45,000. Any monetary donation amount makes a difference to Michael's Place. Donations can be made through the mail or online through our Facebook page or our website." <https://www.facebook.com/mymichaelsplace/>

### ***About A Beautiful Day in the Neighborhood***

*A Beautiful Day in the Neighborhood* (PG), starring Tom Hanks and Matthew Rhys, exemplifies the philosophy of the iconic Mister (Fred) Rogers; be kind, take care of your neighbors, look for the helpers when you feel overwhelmed by fear. Released for "Hanksgiving" in 2019, now is the time to watch or re-watch this highly-acclaimed film and celebrate friendship, kindness, and the healing power of one man's empathetic heart.

For more information, visit [www.MyMichaelsPlace.net](http://www.MyMichaelsPlace.net) or contact us at (231) 947-6453.

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