

MULTICULTURAL COALITION INC.

Media Alert

Photo/Video/Interview Opportunity

1,500 Teddy Bears Seek New Homes Throughout Fox Valley

Bears for Humanity and SonoHealth Donate to Partnership Community Health Center and Multicultural Coalition, Inc. to Support Community Outreach Efforts

WHAT

[SonoHealth](#), an at-home medical device company, and [Bears for Humanity](#), an organic and fair trade plush toys and apparel brand, are donating 1,500 Global Organic Textile Standard (GOTS) certified organic teddy bears to [Partnership Community Health Center](#) and Multicultural Coalition, Inc. These safe, non-toxic bears will be given to children at the free community-led COVID-19 vaccination clinics and other outreach events.

SonoHealth's mission is to prevent hospitalizations and help save lives by providing health information to people in the palm of their hands, through their smart medical devices. SonoHealth and Bears for Humanity chose to donate SonoBears to Partnership Community Health Center and Multicultural Coalition, Inc. after learning about how the two organizations are working to provide accessible vaccinations to the most vulnerable populations in northeast Wisconsin. Both organizations value and prioritize safety and health for all populations, and part of Bears for Humanity's mission is to provide hypoallergenic, eco-friendly and non-toxic plush toys to children in need.

Bears for Humanity is a fair trade organization, meaning every employee working for them is earning a fair and decent wage. Bears for Humanity has provided 100 fair trade jobs in India.

VISUALS

- 1,500 Global Organic Textile Standard (GOTS) certified organic teddy bears to find a new home in northeast Wisconsin
- The delivery truck will be filled with five, six-foot-tall pallets of teddy bears
- These pallets will be unloaded at Valley Packaging Inc., who will store these bears until they meet their new owners
- Representatives from Partnership Community Health Center and Multicultural Coalition, Inc. will be on site for the delivery

WHEN & WHERE

The teddy bears will be delivered on Monday, April 11, 2022
Drop-off time is expected between 12 – 2 p.m.

Please note, media must check in at the Reception Desk located at the south entrance of Valley Packaging Inc. Anyone attending is asked to wear close heel/close toe shoes as this is a safety requirement at the facility.

Valley Packaging Inc.
2730 N. Roemer Rd.
Appleton, WI 54911 ([map](#))

INTERVIEW OPPORTUNITIES

Patricia Sarvela, Partnership Community Health Center
Dr. Pafoua Her, Multicultural Coalition, Inc.
Ernesto Gonzalez, Multicultural Coalition, Inc.

MEDIA CONTACTS

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Partnership Community Health Center (PCHC) was founded in 1997 and is a full-service medical provider for patients living in Outagamie, Winnebago and Calumet counties. The mission of PCHC is to make a difference in the lives of people and create a healthy community.

Multicultural Coalition, Inc. (MCI) was developed in October 2020 with the vision to improve the lives of all by creating a community that prospers together. Multicultural Coalition, Inc.'s mission is based on a movement created to acknowledge racial biases and proactively reach diverse populations with meaningful communication and actionable services, removing barriers, elevating all voices and fostering community engagement in Winnebago, Outagamie and Calumet counties.

Bears for Humanity makes Fair Trade, certified organic and non-toxic plush toys and apparel. Its mission is to manufacture safe and eco-friendly organic products, protect the environment, create fair wage jobs and give back to causes for children, animals and the environment. Through their buy one, give one program, they have donated over \$1 million worth of plushies to children in hospitals and underserved communities.

SonoHealth is both a company and a community focused on providing the best possible advice and affordable, effective health products. Its mission is to help as many people as possible with their physical and mental health. Their lifesaving products are available at their website Sonohealth.org.