



NEWS

FOR IMMEDIATE RELEASE
March 28, 2016

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QUEENS LAUNDROMAT OWNER GIVES HOMELESS FAMILIES AT THE LANDING A WEEK OF CLEAN CLOTHES: FOLDING, PICK-UP AND DELIVERY INCLUDED

**SAMUEL VAN DE CRUZE OF MR. BUBBLE'S WILL WASH AND DRY 1,000 POUNDS OF LAUNDRY
EACH NIGHT FOR A WEEK FOR 75 SHELTER RESIDENTS**

For homeless families, even the most mundane tasks can be challenging.

Just ask the parents living at The Landing, CAMBA's family homeless shelter in East Elmhurst, Queens, and they'll tell you how difficult it can be to transform a basket of dirty clothes and sheets into a clean and neatly folded stack.

They'll tell you it means scraping together a lot of quarters from meager budgets, finding someone to look after the kids or packing them along, then schlepping a heavy load five long blocks to spend an afternoon at the laundromat. And back again when the laundry is done.

When Samuel Van De Cruze, who recently opened Mr. Bubble's Laundromat at 94-23 Astoria Blvd. in the neighborhood, saw the hurdles that his homeless customers were facing, he decided to help.

"In the spirit of Easter, Mr. Van De Cruze is providing free laundry service for up to 75 of our families, from March 28 through the 31st," said Elizabeth Abdur-Raheem, Senior Program Manager at The Landing. "These kind of heartfelt and thoughtful gestures are why we are so grateful for the warm welcome we've received from the East Elmhurst community."

Compounding his generosity, Mr. Van De Cruze will pick up laundry every evening for the week and return it washed and folded by 7 am in the morning – giving families plenty of time to dress in fresh clothes for school, job training programs or job- and house-hunting.

Catina B., who lives at The Landing with her toddler and spends more than a quarter of her income on laundry, is grateful for Mr. Van De Cruze's generosity.

(More)

“Normally I spend almost \$30 on laundry weekly, which has to come from my PA income. And doing laundry with a three-year-old is always difficult for both of us,” she said. “This (donation from Mr. Bubble’s) means that this week both she and I won’t have to go through that – and I will be able to save this \$30 for something else.”

As a former New York City social worker, Mr. Van De Cruze said he was aware of the struggles that homeless families face and wanted to be supportive of the families in his community. He realized that many of his customers had postponed doing the laundry because of the cost and logistical difficulties, “which really showed their need.”

“Clean clothes and bedding are necessities – almost as important as food and shelter,” Mr. Van De Cruze said. “People need clean clothes to function and to be healthy.” He plans to launder about 1,000 pounds of laundry a night, estimating that his gift to the Landing families, with delivery and pick-up, will save them a total of approximately \$5,000.

About CAMBA

CAMBA is a nonprofit organization that provides services that connect people with opportunities to enhance their quality of life. Started in 1977, CAMBA offers integrated services and programs in: Economic Development, Education & Youth Development, Family Support, Health, Housing and Legal Services. CAMBA serves more than 45,000 individuals and families, including 9,000 youth, each year. Learn more about CAMBA’s life-changing services at www.Camba.org.

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