

# CREW: Collaborative Response for Extreme Weather



**For Release: Immediately**

## **Local Organizations Rally Together Again to Save Lives During Wednesday's Winter Storm** *Community Support Needed to Help Save Our Unsheltered Neighbors from Cold Weather related Death or Injury*

**Fayetteville— January 24, 2023** — The cold front moving in to our area Wednesday presents a potentially deadly scenario for our neighbors experiencing homelessness. Frostbite, hypothermia, and even death are very likely to occur when someone is exposed to temperatures of 15 degrees or less for long periods of time.

7hills Homeless Center, Genesis Church, New Beginning Bridge Housing Community, NWA Continuum of Care, and The Salvation Army of Northwest Arkansas have teamed up to provide a collaborative solution to protect anyone needing shelter during these extreme cold days. When the temperatures reach a wind chill or “feels-like” temperature of 15 degrees or less, this team springs into action to save lives. During the evening, once the emergency shelter at Salvation Army reaches capacity, Genesis Church will open its doors to operate an emergency overflow shelter. Guests staying there will have cots, blankets, pillows, and a storage bin. People are allowed to check in at 6PM and enjoy a warm dinner provided by Genesis Church. Staffing for the overnight shelter is provided by New Beginnings and Micah 6:8 Ministries.

At 6:00 AM, Genesis Church and The Salvation Army close their overnight shelter. Transportation is provided to 7hills Homeless Center. 7hills opens early on these cold days to provide a warming center, coffee, breakfast and lunch, winter clothing, and bathrooms. 7hills extends their normal operating hours to 6PM to complement the Genesis Church shelter operating hours.

“The temperatures Wednesday night and Thursday morning could be deadly for our neighbors who shelter outside. We love that we have the opportunity to serve during this time with these lifesaving services.” said Mike Williams, CEO at 7hills Homeless Center.

In response, 7hills has established a collaborative fund to support the operational costs of the overnight and day shelter operations.

### **Community Support Needed**

The most urgent need is for funding to support rehousing efforts. It costs on average about \$2,000 per day to provide 24 hours of emergency shelter. Donations can be made

### **How to Help**

Those wanting to support the CREW's emergency response can go to <https://tinyurl.com/COLDWXNWA> to learn more or make a gift.

*The CREW stands for “Collaborative Response for Extreme Weather.” The CREW consists of 7hills Homeless Center, Genesis Church, New Beginnings Bridge Housing Community, NWA Continuum of Care and Salvation Army of Northwest Arkansas. Support for this effort comes from Excelsior Foundation, City of Fayetteville, and other generous supporters from the community.*

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new beginnings  
bridge housing community



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## For more information, press only:

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