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For Immediate Release

Berks Visiting Nurse Association Holds Second Annual Berks Festival of Trees

Igniting Community Spirit, Raising Funds and Awareness for Community Health

Wyomissing, Pa., October 23, 2017 – Berks Visiting Nurse Association (VNA) will hold its second annual Berks Festival of Trees from November 1, 2017 to December 1, 2017. The event kicks off with a Tree Lighting Ceremony and wraps up with a Gala Auction Party to raise funds to support home health care services.

“The Berks Festival of Trees is our once-a-year extravaganza to unite the local businesses, volunteers and civic organizations of our community for holiday cheer,” said Constance Morrison, President and CEO, Home Health Care Management, Inc. “Participation and excitement for Berks Festival of Trees has doubled this year. It is my great pleasure to hold an event that brings so much of our community together for such a great cause.”

Participants in the Berks Festival of Trees sponsor a tree, decorate it, and donate it to the festival. Trees can have any theme or decoration. Some past participants have even created tree shapes out of shelves and other items to contribute to their theme. Participants are also encouraged to add gifts to their trees, including gift cards and holiday books. All sponsored trees are considered donations to the Berks Festival of Trees.

On November 1, participating sponsors in the Berks Festival of trees can attend a special Tree Lighting Ceremony at the DoubleTree By Hilton, Reading. The 45 donated trees will stay displayed in the DoubleTree lobby for the entire month of November so hotel guests and visitors to see and enjoy them.

The Berks Festival of Trees culminates on December 1, 2017 at a Gala Auction Party featuring roaring 1920’s theme. Attendees will enjoy hors d’oeuvres and refreshments, as well as a live auction of sponsored trees. All funds raised will go to Berks VNA, Visiting Nurse Association of Pottstown and Vicinity, and Advantage Home Care to provide care for those in need.

“We’re so incredibly excited that this event has received so much attention and empowers us to continue helping the seven counties we serve,” said Morrison.

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About Home Health Care Management, Inc.



Home Health Care Management, Inc. (HHCM), a Pennsylvania-registered 501(c)(3) nonprofit, is the parent and management organization for Berks Visiting Nurse Association (Berks VNA), Visiting Nurse Association of Pottstown and Vicinity (Pottstown VNA), and Advantage Home Care. The mission of HHCM and its subsidiaries is to provide care for people in their home of choice and in a healthy community.

Collectively, they serve seven counties in southeastern Pennsylvania. Pottstown and Berks VNAs provide advanced nursing and therapies (physical, occupational and speech), medical social work, dietician services and hospice. Their specialty programs include Congestive Heart Failure Disease Management, Diabetes Disease Management, COPD Management, Wound Ostomy and Continence Care, IV therapies, Telehealth/Telemonitoring, Psychiatric/Mental Health Home Care, Palliative Care and Hospice. Advantage Home Care offers private duty assistance for the elderly and individuals suffering from an illness, in need of long-term care, or in-home help including new mothers. For more information, please visit www.everythinghomecare.org or call 1.855.THE.VNAs.