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Writing Assignment 1: Holiday PR News Hooks

Client: Habitat for Humanity

1. New Year's Day: Habitat for Humanity declares new resolutions for the future of their disaster response initiatives upon the New Year.
2. Random Acts of Kindness Day: Over ten thousand volunteers showed up and out for Habitat for Humanity this Random Acts of Kindness Day.
3. Passover: Habitat for Humanity partners with Jewish Family Services to provide new homes just in time for Passover.
4. World Day for Safety and Health at Work: Habitat for Humanity hosts construction workshops for World Day for Safety and Health at Work and increases efforts to reduce injury rates from volunteers.
5. Ramadan: Observance of Ramadan has garnered the Bangladeshi division of Habitat for Humanity over \$1 million in support, breaking previous records.
6. International Day of Families: The Terwilliger Center expands its international presence just in time for International Day of Families, providing innovative solutions for seven new countries.
7. World Humanitarian Day: World Humanitarian Day is celebrated by Habitat for Humanity with a new Youth Advocacy Program for international branches.
8. World Habitat Day: Habitat for Humanity celebrates the annual World Habitat Day with nearly 1,500 events around the world to build communities and homes.
9. Halloween: Habitat for Humanity gears up to bring Halloween to hundreds of new homes with their RV Candy Care initiative.
10. National Philanthropy Day: In celebration of National Philanthropy Day, Jeff Bezos becomes a top donor for Habitat for Humanity's United States community revitalization projects.

11. Human Rights Day: Habitat for Humanity participates in one of the largest collaborative Human Rights Day awareness events in the past 15 years.
12. Christmas Day: Holiday cheer is being spread around the United States with Habitat for Humanity's Christmas-themed volunteer opportunities.