

Contact TINA HASSELBUSCH  
Cell 610-653-5469  
Email [tina@socialmarketing.com](mailto:tina@socialmarketing.com)  
Website [www.newbethanyministries.org](http://www.newbethanyministries.org)

FOR IMMEDIATE RELEASE  
September 10, 2020

## New Bethany Ministries to Host Virtual Souper Day

*The organization will pivot their long-standing fundraising event to an online celebration.*

**BETHLEHEM, PA. - September 10, 2020** - New Bethany Ministries will hold its 29th Annual Souper Day event *virtually* on October 13, 2020, at 12 p.m. Funds raised from the event will be used to support New Bethany's on-going efforts to combat housing and food insecurity in the Lehigh Valley.

"I'm excited to continue the tradition and celebrate Souper Day virtually this year," stated Marc Rittle, Executive Director of New Bethany Ministries. "It's such an important time for our community to come together and help those who need it the most. New Bethany is grateful for the continued support that allows us to make an impact for our clients."

The virtual event, produced by ASR Media Productions, will feature event emcee, Will Lewis, reporter/anchor for WFMZ- TV Channel 69. Additional highlights include a community conversation panel featuring Bethlehem City Mayor, Rober Donchez; PPL Executive Vice President, Joanne Raphael; and PBS39 reporter, Monica Evans. Attendees can expect to hear from New Bethany clients and board, learn more about the organization's response to the COVID-19 outbreak, and witness the unveiling of the nonprofit's new logo and website. Long-standing Souper Day co-chair), Rich Hooper, will be recognized for his years of service. New Bethany Ministries is pleased to announce Aesculap, Inc. and Air Products & Chemicals, Inc. and Olympus Corporation as Souper Hero sponsors for this year's event.

In previous years, the event menu included a simple meal of soup. Although the event is virtual this year, soup is still available for attendees. Tickets, including home-made soup, are available for \$40 per attendee. Guests can also choose "no soup for me" and attend the online event for free. Event registration is required.

For sponsor opportunities and event registration, visit  
[www.newbethanyministries.org/souper2020](http://www.newbethanyministries.org/souper2020)

##

### About New Bethany Ministries

New Bethany Ministries, in their 35th year of service to the Lehigh Valley, encompasses programs that provide food support, clothing, referral services, showers, financial management, permanent housing for men and women, wellness services, and transitional and permanent

housing solutions. Their mission is to provide opportunities for a secure future to the homeless, hungry, poor and mentally ill in the Lehigh Valley. To learn more about New Bethany Ministries, find them on Facebook and Twitter @NewBethMin, or visit them on the web at [www.newbethanyministries.org](http://www.newbethanyministries.org)