



News Release

For immediate release – October 23, 2019

Bittersweet and Two Toledo-Area Target Stores to Offer Sensory Friendly Holiday Shopping Experience for Individuals with Autism

Wednesday, November 13th at Target in Rossford (9666 Old US 20, Rossford, OH 43460) and Target at Spring Meadows (1465 E Mall Dr, Holland, OH 43528)

**Note to media: You are invited to attend.*

Whitehouse, OH... Holiday shopping can be stressful for anyone, but especially for those with sensory sensitivities. Individuals with Autism Spectrum Disorders are often sensitive to bright lights, loud music, and crowds. This year, Bittersweet and two Toledo-Area Target stores will team up to offer a sensory friendly shopping opportunity for local individuals with autism and their families.

On Wednesday, November 13th, the Target store in Rossford (9666 Old US 20, Rossford, OH 43460) and the Target store at Spring Meadows (1465 E Mall Dr, Holland, OH 43528) will open one hour early to provide a sensory friendly shopping experience for individuals with autism. From 7:00AM to 8:00AM the lights will be dimmed, the music turned off, and foot traffic limited.

Bittersweet's Executive Director Dustin Watkins says, "We are thrilled to partner with Target this holiday season to offer a sensory friendly shopping experience. At Bittersweet, our mission is to positively impact individuals with autism. One way we impact lives is by providing supportive opportunities for community engagement. By working with Target, we are able to open this opportunity to the larger autism community in Northwest Ohio. We hope to see everyone at Target for some sensory friendly holiday cheer!"

Individuals with autism and their families are welcome to attend this sensory friendly event on Wednesday, November 13th from 7:00AM to 8:00AM at the Target stores in Rossford and Spring Meadows.

About Bittersweet, Inc.

For 36 years, Bittersweet, Inc. has been successfully serving adults and adolescents with Autism Spectrum Disorders across three locations in Ohio. The mission of Bittersweet, Inc. is to positively impact the lives of individuals with autism and those whose lives they touch.

Media Contact:

Julie Champa, Development Director

419 875 6986, ext. 1272; jchampa@bittersweetfarms.org