



Press Release

For immediate release – October 22, 2020

Bittersweet, Target Team Up to Offer Sensory Friendly Holiday Shopping for Individuals with Autism

Wednesday, November 18th 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... For individuals on the autism spectrum, the bright lights, loud music, and crowded stores around the holidays are more than just inconvenient—they can be real barriers to checking off the holiday gift list for their loved ones. For the fourth year in a row, Bittersweet and two area Target stores are teaming up to offer a sensory friendly holiday shopping opportunity for local individuals with autism and their families.

On Wednesday, November 18th, 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 7:00 AM to 8:00 AM, 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 for the fourth year in a row to offer this sensory friendly holiday experience. Bittersweet's mission is to positively impact individuals with autism, and one way we do this is by offering opportunities like this to the wider autism community in Northwest Ohio. This year more than ever, we are all in need of some cheer! We look forward to seeing you at Target for some sensory friendly holiday fun."

Local individuals with autism and their families are invited to attend this sensory friendly event on Wednesday, November 18th from 7:00AM to 8:00AM at the Target stores in Rossford and Spring Meadows.

About Bittersweet, Inc.

Since 1983, 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.

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