



Press Release

For immediate release – October 26, 2021

Bittersweet Farms, Target Offer Sensory Friendly Holiday Shopping

*Wednesday, November 10th at Target in Rossford (9666 Old US 20, Rossford, OH 43460)
and Target in Holland (1465 E Mall Dr., Holland, OH 43528)*

**Note to media: You are invited to attend at the Rossford location.*

Whitehouse, OH... Holiday shopping can be overwhelming for many of us, but for individuals on the autism spectrum, the bright lights, loud music, and crowded stores can be major barriers to preparing for the holidays. For the fifth year in a row, Bittersweet and two local Target stores are partnering to offer a sensory friendly holiday shopping experience for the local autism community.

On Wednesday, November 10th, the Target store in Rossford (9666 Old US 20, Rossford, OH 43460) and the Target store in Holland (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 Executive Director, Dustin Watkins, says, “We are thrilled to offer this sensory friendly shopping experience along with Target for the fifth year. Bittersweet’s mission is to positively impact the lives of individuals with autism and those whose lives they touch. Offering opportunities such as this to the wider autism community in Northwest Ohio is another way we fulfill our mission. We hope to see everyone at either Target location to usher in the holidays.”

Local individuals with autism and their families are invited to attend this event on Wednesday, November 10th from 7:00AM to 8:00AM at the Target stores in Rossford and Holland.

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.

Media Contact:

Julie Champa, Development Director

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