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**FOR IMMEDIATE RELEASE**

**HOLIDAY SEASON SPARKS DONATIONS AND LONG STANDING SERVICES BY HELP OF SOUTHERN NEVADA**  
*Thanksgiving, Toy Drive/Holiday Assistance and Adopt-A-Family*

**Las Vegas, Nevada (November 7, 2011)** – HELP of Southern Nevada, a non-profit agency serving Southern Nevada for 41 years recently launched three long standing signature holiday programs; Thanksgiving, Adopt-A-Family and toy Drive/Holiday Assistance. These programs allow HELP of Southern Nevada to assist over 1,200 families each year who receive a turkey and side dishes for Thanksgiving. The Adopt-A-Family and Holiday Assistance donation drive assists over 16,000 kids in the community with Holiday gifts, who otherwise would go without. All three signature Holiday Programs are seeking more volunteers, donations of gifts, financial donations, non-perishable food items, turkeys and toys. To learn more about the programs and how to donate, contact Lisa Laudadio at (702) 369-4357 ext 1246.

Each Thanksgiving HELP of Southern Nevada provides 1,200 families with Turkey and all the fixings for dinner. For a minimum \$25 donation HELP is able to feed a family of four at Thanksgiving. The pre-qualified families pick up their goodies right before Thanksgiving.

The Adopt-A-Family program for many years has provided assistance to hundreds of Clark County families during the holiday season. Families are screened according to income and identification to determine eligibility. HELP of Southern Nevada works with two major non-profit agencies in Clark County to cross reference the applicant lists in an effort to eliminate duplication of the Adopt-A-Family program.

Toy Drive/Holiday Assistance directly provides more than 3,000 families with toys. Over 16,000 families in the community benefit from the toy drive itself. This has become a signature event for the individuals and companies to donate new toys for kids. Pre-qualified families will benefit from the generosity of local residents, a member of the pre-qualified family arrives at their scheduled time to visit the HELP Toy Story and they are escorted through to pick out gifts for their children.

**About HELP of Southern Nevada** – HELP of Southern Nevada assists over 100,000 low-income families and individuals to become more self-sufficient through direct services, trainings and referrals. Programs available; Social Services, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center (WORC), Holiday Assistance, Nevada 2-1-1 Call Center and Homeless and Youth Services. For more information, contact HELP at (702) 369-4357 or visit [www.helpsonv.org](http://www.helpsonv.org).

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To schedule an interview, or for more information please contact Gina Gavan at (702)275-2624 or email [gina@tribalminds.com](mailto:gina@tribalminds.com)