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FOR IMMEDIATE RELEASE

Thursday, August 13th

HELP Launches Back To School Supply Drive *Residents urged to donate school supplies to support Valley students*

(LAS VEGAS, August 13, 2009) -- HELP of Southern Nevada, the premiere community resource in the Las Vegas Valley, announced today that it has launched its annual Back to School Supply Drive. The Back to School Supply Drive benefits children throughout Las Vegas and provides them with much needed school supplies and resources that may be unattainable without assistance from the community.

For nearly forty years, HELP of Southern Nevada has been a key resource for individuals and low-income families. HELP's Back to School Supply Drive provides school-aged children with backpacks, three-ring notebooks, colored pencils, glue, protractors, folders, paper, scissors, rulers, crayons and much more.

Terrie D'Antonio, chief executive officer, HELP of Southern Nevada, said, "Our annual Back to School Drive is one of the most rewarding campaigns we initiate all year. Giving children the tools and supplies they need to be successful and excel in school is a key element to the overall success of the community and the fulfillment of our educational system.

"We urge members of the community to support our Back to School campaign. For a mere \$30, Valley residents can sponsor a child and provide him or her with the tools to make the 2009/2010 school year fun, meaningful and momentous."

The Back to School Campaign provides an easy avenue for individuals to donate. Donors may go online and contribute at www.helpsonv.org. For merely \$30, residents will present a child with a full back to school tool set.

For more information on the HELP organization or to donate to our Back to School Supply Drive, please contact Lori Hutchison, special events assistant at 702-369-4357, ext 247 or email her at lhutchison@helpsonv.org. The deadline to accept school supplies is August 20th, 2009.

For a detailed list of supplies please visit www.helpsonv.org.



About HELP of Southern Nevada

HELP of Southern Nevada assists low-income families and individuals become more self-sufficient through direct services, training and referrals. Service available to the community; Social Services, Weatherization, Community Alternative Sentencing, W.O.R.C., Holiday programs, Nevada 2-1-1 call center, and Homeless and Youth Services. For more information, call HELP of Southern Nevada at 702-369-4357. Visit us online at WWW.HELPSONV.ORG

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If you'd like more information, or to schedule an interview, please contact Gina Gavan at 702-275-2624 or ggavan@HELPSONV.ORG