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REQUEST FOR MEDIA COVERAGE

SANTA'S TOY SHOP IS OPEN *3,000 Families Pick Up Toys From HELP*

Las Vegas, Nevada (December 18, 2009) – HELP of Southern Nevada, approaching 40 years of service announced today the toy shop is now open. 3,000 families will come through the toy store starting today, December 18. The pre-qualified families benefit from the generosity of local residents donating toys during Toy Drive. A family member will be escorted through the toy store to pick out two gifts, per child for the Holidays. The toy store is located on HELP's campus at 1640 E. Flamingo Road and is open from 8am to 4pm.

Terrie D'Antonio, chief operating officer of HELP of Southern Nevada, said "When you see all the toys set up after they've been collected it's a great indicator that people in our community do care and are willing to help." There were over 13,000 toys collected from the Toy Drive this year. HELP of Southern Nevada distributes toys, not only to the agency's clients, but partners with other non-profits to assist them with toys as well. For more information on Toy donations contact Fulala Riley at 702-369-4357 X 238 or friley@helpsonv.org

"The needs in the community are greater due to the economic times, so when you hear non-profits saying they need help in order to serve their clients. It's true. It is an absolute necessity that the community, as a whole stay engaged and give what they can" said Terrie D'Antonio.

WHO: HELP of Southern Nevada's Toy Store located at the HELP of Southern Nevada's campus 1640 E. Flamingo Rd

WHAT: 3,000 families to benefit from the toy distribution

WHEN: 8am – 4pm, Friday, December 18th and Saturday, December 19th
8am – 4pm, Monday, December 21st and Tuesday, December 22nd

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, holiday assistance, Nevada 2-1-1 call center and homeless and youth services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.

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