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REQUEST FOR MEDIA COVERAGE

FINAL DAY FOR VOLUNTEERS TO PLAY SANTA *Holiday Assistance Ends Today*

Las Vegas, Nevada (December 22, 2009) – HELP of Southern Nevada, approaching 40 years of service announced today will be the final day to distribute toys to those families who would otherwise go without holiday gifts. The families are pre-qualified and have scheduled appointments to visit the toy store. The toy store is located on HELP's campus at 1640 E. Flamingo Road and is open today from 8am to 4pm.

Volunteers from the community and employees from HELP of Southern Nevada have been volunteering the last several days distributing toys to families in need. A total of 3,000 toys will go to clients of HELP of Southern Nevada. Then HELP will distribute 10,000 toys to other non-profit agencies to support their Holiday programs.

- 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, 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