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## **FOR IMMEDIATE RELEASE**

### **PLAY SANTA: LOCALS AWAITING HOLIDAY CHEER** **Adopt a Family This Holiday Season**

LAS VEGAS, November. 19-- HELP of Southern Nevada, a local nonprofit serving Las Vegas for 39 years announced today that participation in the long-time Adopt A Family Program is down, but the need is rising. Provide presents to needy families whom, otherwise will go without. Companies, individuals, churches and service groups are all able to Adopt A Family.

2007 HELP of Southern Nevada adopted 351 families. This year the number is down by 50%. Sponsors will receive a wish list, so shopping is turn-key and ultimately rewarding for those who give. Winston Churchill said, "It's not what we get in life, it's what we give."

Registering early secures smiles on hundreds of local children who benefit from this long time community program through HELP of Southern Nevada. To register for a family contact Karen Lobach at 702-369-4357, ext 237 or email [klobach@helpsonv.org](mailto:klobach@helpsonv.org). The decision to Adopt A Family is approaching; Thursday, December 4th marks the deadline to secure a family to sponsor. Families are screened according to income and identification guidelines to determine eligibility and are given a pre-scheduled date and time to pick up their gifts.

HELP of Southern Nevada works with low income families and individuals helping them become more self-sufficient through direct services, training and referrals. The programs available to the community; Weatherization, Community Alternative Sentencing, WORC, Holiday programs, Emergency Resources, Homeless and Youth Services and Nevada 2-1-1 call center. For more information, call HELP of Southern Nevada at 702-369-4357 or visit us at [WWW.HELPSONV.ORG](http://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](mailto:ggavan@HELPSONV.ORG)