



Contact: Gina Gavan  
Cell: 702-275-2624  
[ggavan@HELPSONV.ORG](mailto:ggavan@HELPSONV.ORG)

## **FOR IMMEDIATE RELEASE**

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# **HELP TEAMS UP FOR TOY DRIVE**

*Residents Urged to Donate New Toys to Support Valley Families*

**Las Vegas, Nevada ( December 3, 2009)** -- HELP of Southern Nevada, the premiere community resource in the Las Vegas Valley, announced that the 11<sup>th</sup> annual Toy Drive kicks off today with partners 98.5 KLUC'S Chet Buchanan and The Morning Zoo . The Toy Drive benefits children throughout Las Vegas and provides them with much needed toys for the holiday that would be unattainable without assistance from the community. The Drive runs, 24 hours a day for 12 straight days beginning December 3 at 6am and ending on Monday, December 14<sup>th</sup> at 10am at NV Energy on Sahara and Jones.

For nearly forty years, HELP of Southern Nevada has been a key resource for individuals and low-income families. The Toy Drive provides children with new toys, bikes and gift cards. Cash donations are also acceptable. Donations are collected at NV Energy 6226 West Sahara. Help this holiday season by donating new, unwrapped toys.

Terrie D'Antonio, chief executive officer, HELP of Southern Nevada, said, "The annual Toy Drive is a campaign that brings smiles to thousands of children in our community. Giving children a Holiday is essential and it can't be done without collaboration and key community partners like KLUC."

"We urge members of the community to donate new, unwrapped toys for the Holiday. On average 13,000 children and 30 charities will receive the donated new toys. We hope to supply over 3,000 families with toys this Holiday season."

For more information on how to donate, please contact Fulala Riley, chief operations officer at 702-369-4357, ext 238 or email her at [friley@helpsonv.org](mailto:friley@helpsonv.org). Donations are accepted December 3<sup>rd</sup> through December 14<sup>th</sup> at NV Energy.

### **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](http://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, [ggavan@HELPSONV.ORG](mailto:ggavan@HELPSONV.ORG) or Stacie Schmidt at 702-8897517, [stacie.schmidt@cbsradio.com](mailto:stacie.schmidt@cbsradio.com)