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FOR IMMEDIATE RELEASE

**LONG STANDING ADOPT A FAMILY PROGRAM
SEEKS SPONSORS FOR FAMILIES IN NEED**

Deadline to Sponsor a Family is December 9th

Las Vegas, Nevada (November, 2010) – HELP of Southern Nevada, a local nonprofit celebrating 40 years announced today that participation in the long-time Adopt a Family Program is down, but the need is rising. Seeking sponsors for needy families whom, otherwise will go without. Companies, individuals, churches and service groups are all able to Adopt a Family. To register for a family contact Abby Quinn at 702-369-4357, ext 237 or email aquinn@helpsonv.org. Thursday, December 9th, marks the deadline to secure a family to sponsor. All gifts to be dropped off to HELP's main office located at 1640 E. Flamingo Rd, December 10 – 12, between 8am – 4pm.

In 2009 HELP of Southern Nevada adopted 350 families. This year the goal is a minimum of 375 families. Sponsors will receive a wish list, so shopping is turn-key and ultimately rewarding for those who give. Fulala Riley, Chief Operating Officer of HELP of Southern Nevada said, “The holiday season for many clients can be emotional and when we can alleviate the stress of how their children will celebrate, then the gift is truly in the giving.”

Registering early secures smiles on hundreds of local children who benefit from this long time community program through HELP of Southern Nevada. 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.

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, 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, please contact Gina Gavan at 702-275-2624 or gina@tribalminds.com