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REQUEST FOR MEDIA COVERAGE

THE GIFT OF GIVING GROWS WHEN WAL-MART PRESENTS \$75,000 TO HELP OF SOUTHERN THIS FRIDAY, 9AM *Generosity at Toy Drive Will Bring Smiles to Thousands of Kids*

Las Vegas, Nevada (December, 2010) – HELP of Southern Nevada, celebrating 40 years of service in the community will receive a check for \$75,000 from the retailer Wal-Mart, which will be the largest cash donation in the twelve year history of Toy Drive. The donation will assist with Holiday programming and toys for kids. This Friday, 9am at Toy Drive located in the parking lot of NV Energy 6226 West Sahara Avenue.

The goal is to collect enough toys for 15,000 kids this Holiday season. This long standing event with Chet Buchanan collects cash, gift cards and toys then, HELP of Southern Nevada distributes toys to qualified families and collaborates with other local non-profits to assist them with their Holiday programs. Donations will be accepted at the Toy Drive location up until December 13th at the NV Energy site on Sahara. For more information about the program, contact Abby Quinn at aquinn@helpsonv.org or call 702-236-6353.

Fuila Riley, Chief Operations Officer for HELP said, “To receive this gift from Wal-Mart allows us to be collaborative and generous, not only to our clients and their families, but to the greater community and the non-profit community. Reaching the goal to serve 15,000 kids still does not meet the demand in Southern Nevada and that is eye-opening and heart wrenching.” Riley goes on to say, “Wal-Mart has been a tremendous partner during the Holidays and we are truly grateful for their generosity.

WHO: Wal-Mart presents \$75,000 gift to HELP of Southern Nevada

WHAT: 12 day Toy Drive with Chet Buchanan and the toys benefit HELP of Southern Nevada’s clients and additional non-profits in the community.

WHEN: Friday, December 3 at 9am located at NV Energy 6226 West Sahara Avenue, Las Vegas, Nevada 89146

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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To schedule an interview or for more information, contact Gina Gavan at gina@tribalminds.com or 702-275-2624