



Contact: Gina Gavan
Cell: 702-275-2624
gina@tribalminds.com

REQUEST FOR MEDIA COVERAGE

MORE THAN 3,000 FAMILIES VISIT HELP'S TOY STORE ***Holiday Assistance Program Ends Today at 4pm***

Las Vegas, Nevada (December 17, 2010) – HELP of Southern Nevada, celebrating 40 years of service announced that today will be the final day to distribute toys to those 3,000 plus 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. More than 3,000 toys will go to clients of HELP of Southern Nevada. Then, HELP will distribute over 12,000 toys to over 15 non-profit agencies to support their Holiday programs. With more than 15,000 toys being distributed in Southern Nevada through HELP of Southern Nevada this is the biggest toy collaboration in Las Vegas.

- 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, Friday, December 17th is the final day

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.

###

If you'd like more information, or to schedule an interview contact Gina Gavan at 702-275-2624 or email gina@tribalminds.com