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FOR IMMEDIATE RELEASE

LOCAL CHILDREN WISHING FOR HOLIDAY SPONSOR *Adopt A Family With HELP of Southern Nevada*

Las Vegas, Nevada (December 2, 2009) – HELP of Southern Nevada, approaching 40 years of service announced today it's not too late for adopting a family for the holidays. The need is rising and now is the time to provide presents to needy families whom, otherwise will go without. Companies, individuals, churches and service groups are all eligible to Adopt A Family. Deadline to participate is Thursday, December 10. Sponsor applications are available online at www.helpsonv.org.

Sponsors will receive a wish list providing guidelines when shopping for the families. \$25 or \$50 gift cards are also encouraged. This ensures the families will have a holiday meal to go along with the children who will be receiving gifts from their Adopt A Family sponsor.

“The Holidays are always an emotional time for families and by sponsoring the children it reminds you that it's the simple things when giving back, that really make a difference.” Said Fulala Riley, chief operating officer for HELP.

Registering before December 10th, secures smiles on hundreds of local children who benefit from this long time community program through HELP. To register for a family contact Abby Quinn at 702-369-4357, ext 222, or email aquinn@helpsonv.org.

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