



Press Alert

For Immediate Use
November 11, 2009

Attn: Main News / Feature

PRESS CONTACT: Evan Lamont – (562) 537-6936

The Salvation Army to Provide “Toy Shopping Spree” to Needy Families this Holiday Season

The Salvation Army has always helped anyone who is genuinely in need without hesitation or discrimination. Around the Holiday Season, this is especially true. Due to the downturn in the economy and the record number of lost jobs this year, The Salvation Army is experiencing a 300% increase in first time applicants for material help this year, and a number that is expected to increase next year.

As part of their assistance program, The Salvation Army of Long Beach is once again putting on its annual Toy Drive Giveaway. Stored at a Warehouse in Signal Hill, The Salvation Army of Long Beach has collected thousands of unwrapped toys and gifts that will be distributed to families that would otherwise be unable to provide a Christmas to their children.

The toys have been collected throughout the last two months at various locations throughout the Greater Long Beach area. Needy families have signed up with The Salvation Army to go on mini shopping sprees at the Toy Warehouse to choose gifts for their children to provide them on Christmas Day. Toys include action figures, dolls, stuffed animals, board games, remote control vehicles and electronics. The Salvation Army expects to assist over 1,000 families this holiday season all in a three day period (December xxth, xxth, xxth).

“The families will pretty much be coming non-stop during the three day period”, said Mike White, Business Administrator for The Salvation Army of Long Beach. “It’s a great feeling knowing that we can help to provide families with a Christmas experience that they would normally be unable to provide.”

The Salvation Army encourages you to help as an individual, as part of a service club, or community group. The more the merrier. So come on, and help your local community, many who never thought they would ever need to ask for help.

For more information on how to donate toys or other gifts to The Salvation Army please call 562-426-7637. On behalf of your community, neighbors and friends, donate today. The Salvation Army of Long Beach, “Doing The Most Good.”

PRESS CONTACT – For more information about arranging a story to help The Salvation Army please contact Evan Lamont at (562) 537-6936 or Evan@lamontgroup.biz.