

# ***MEDIA ADVISORY***

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DOING  
THE MOST  
GOOD<sup>SM</sup>

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**FOR IMMEDIATE RELEASE**

## **MEDIA ALERT - New, Unwrapped Toys Needed for The Salvation Army's Angel Tree Christmas Assistance Program**

**Houston, TX (December 5, 2008)** – Just weeks after having provided hot-meals and snacks to some 5 million Southeast Texas residents after Hurricane Ike, The Salvation Army of Greater Houston continues Doing The Most Good by collecting and preparing over 100,000 Christmas gifts for area children and seniors. However, in order to meet this daunting task The Salvation Army is asking area residents and corporations to donate new, unwrapped gifts for their Angel Tree Christmas assistance program.

Through the Angel Tree program, disadvantaged families in the local region register their children for Christmas gifts through The Salvation Army. The nonprofit organization in-turn creates a wish list of gifts for the registered children and uses the Angel Tree tags, which hang as ornaments on actual Christmas trees at area malls, to seek willing donors who can purchase the desired gifts.

The Angel Tree tags display a child's age, their clothes size, and a short list of the gifts they would like to receive for Christmas. Shoppers may purchase all the items on a child's wish list or simply donate extra gifts they may have purchased while shopping.

“This is an unusual year in that many families have been impacted both by the economy and the recent hurricane. We are a community that is still in recovery mode, and we need to remember the importance of helping those less fortunate than ourselves,” says Major Marshall Gesner, Area Commander for The Salvation Army of Greater Houston. “We need everyone to give what they can. If you're out Christmas shopping and find a good deal, throw in a few extra toys and donate them to The Salvation Army. They will truly bring a lot of joy to a child in need.”

Donations for The Salvation Army's Angel Tree program may be dropped off at all participating Randalls grocery stores, Casa Ole restaurants, and Keller Williams Realty locations; as well as The Galleria, Willowbrook Mall, Memorial City Mall, Katy Mills Mall, The Woodlands Mall, and Pasadena Mall.

A complete list of drop-off locations may be found online at [www.SalvationArmyHouston.org](http://www.SalvationArmyHouston.org).

Once donations are collected, they are transported to The Salvation Army's 100,000-square-foot Secret Santa Warehouse, where they are sorted and packaged by local volunteers to be delivered to children before Christmas Eve. Last year, over 23,000 area children and seniors received Christmas gifts from The Salvation Army.

Registration for The Salvation Army's Angel Tree Program ended on November 22, 2008.

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*In this community since 1889, The Salvation Army Greater Houston Area Command serves Harris, Montgomery and Fort Bend Counties through youth programs, shelter, disaster relief, counseling, senior programs and rehabilitation. The mission of The*

*Salvation Army Greater Houston Area Command is to meet human needs without discrimination. Each year over 33 million Americans receive assistance from The Salvation Army. About 89.5 cents of every dollar raised locally is used to support those services in Houston and at close to 9,000 communities nationwide. For more information about The Salvation Army, please visit [www.salvationarmyhouston.org](http://www.salvationarmyhouston.org).*