



Nov. 4, 2019

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## **CALLING ALL SANTAS, ELVES AND REINDEER**

### **Child Abuse Prevention Center Seeks Volunteers for Holiday Campaign**

ANAHEIM, CALIF. – The Child Abuse Prevention Center in Anaheim, California, is seeking volunteers for its 2019 Families Helping Families holiday campaign. The annual campaign benefits more than 150 of Orange County’s neediest families, many of whom struggle to provide basic items such as food and clothing for their families. Now in its 16<sup>th</sup> year, Families Helping Families aims to create a happy holiday season for disadvantaged members of the community.

In addition to volunteers, the center is seeking “Santas” to adopt a family through the center’s Families Helping Families website at [www.preventioncenter.org](http://www.preventioncenter.org). Also needed are gift cards in \$25 increments from local grocery stores, Costco and Sam’s Club, as well as gas cards and cards from Walmart, Target, Kohls and Amazon. The center is also seeking donations of holiday wrapping paper and wrapping tape to wrap all 150 gifts for the families. Cash donations to support the center’s commitment to end the generational cycle of trauma are essential year-round but are especially needed during the holidays.

In addition to “Santas,” the center is looking for “Elves” to wrap gifts, direct traffic for gift drop-offs, and load cars with gifts. “Reindeer” volunteers are needed to deliver the gifts and donations to the families.

According to Lisa Fujimoto, executive director for the Child Abuse Prevention Center, the Families Helping Families campaign is seeking support from companies, churches, individuals, service clubs, small businesses, Girl Scouts and Boy Scouts to help with the donation drive.

“Our annual holiday event matches compassionate volunteers with some of the neediest families in our program,” Fujimoto said. “The concept of Families Helping Families is based on the

belief that people will come together as a community to help support deserving families if they have a tangible, meaningful way to get involved.”

Online volunteer registration, donation and sponsorship opportunities, and more information are now available at [www.preventioncenter.org](http://www.preventioncenter.org). The deadline to register as a volunteer is Monday, Dec. 2. Interested members of the community can opt to help as Santas, Elves or Reindeer and will be asked to work various shifts to sort, wrap and deliver gifts to the families.

Sponsorships and cash donations to help support this year’s Families Helping Families campaign are also needed.

Established in 1983, the Child Abuse Prevention Center serves at-risk children and families in crisis to prevent and break the generational cycle of trauma and abuse. The center matches families at risk of abuse with professional caseworkers who work with them directly within their homes. CAPC also works with adolescents and adults in crisis who need intervention services dealing with depression and suicidal ideations. The center employs more than 120 professional staff members, two-thirds of whom provide direct services to individuals in need. In 2018, the center’s programs served more than 6,000 individuals in crisis and families.

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## HahnCommunications

Marketing + Public Relations

The “Calling All Santas, Elves and Reindeer” Families Helping Families news release was distributed on Monday, November 4, 2019 to the following:

Publication	Contact
Anaheim Bulletin	Alicia Robinson
Coast Magazine	Samantha Dunn
Orange Coast Magazine	Events Calendar
Daily Pilot/Times OC	Rob Vardon
Kudos	Donna Bunce
Newport Beach Indy	Christopher Trela
Orange County Business Journal	Kim Haman
Orange County Register	Heather McRea
	Theresa Walker
	Samantha Gowen
StuNewsNewportBeach	Shaena Stabler
Voice of OC	Sonya Quick
	Tracy Wood

cc: Lisa Fujimoto  
Cierra Creer