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FOR IMMEDIATE RELEASE

**Promises2Kids' 'Give From Your Heart' Holiday Gift Drive
Aims to Fulfill Wishes of Thousands of Local Foster Children**
*Local non-profit asks San Diego County residents to fill hundreds of
collection bins with gifts through Monday, December 14*

SAN DIEGO (Nov. 25, 2009) – Promises2Kids, formerly the Child Abuse Prevention Foundation, kicked-off the annual *Give From Your Heart* Holiday Gift Drive this week. They are asking San Diego residents to donate new, unwrapped gifts for abused, abandoned and neglected children of San Diego.

Promises2Kids volunteers, in partnership with BOMA (Building Owners and Managers Association) and Boyer Moving, placed more than 300 clearly-marked collection bins at office buildings, schools, supermarkets and restaurants throughout San Diego County. The gift collection campaign runs through Monday, December 14, when it concludes with a “Live Drive” at the Kearny Mesa Walmart on Shawline Street. Promises2Kids volunteers will be collecting gifts at the store from 8 a.m. – 6 p.m.

“The holidays are a perfect time to make a difference, and to put a smile on the face of a child who has already suffered so much,” says Susan Golding, President and CEO of Promises2Kids.

Last year’s Holiday Gift Drive delivered 12,000 gifts to foster children across San Diego County. The gifts donated this year will be given to more than 30 partner organizations including the Polinsky Children’s Center which was built by Promises2Kids, local foster homes, San Diego Foster Parent Association, and the San Diego Center for Children – just to name a few.

Suggested gifts include toys, board games, dolls, books, clothing, gift cards, electronics, sporting equipment, DVDs, or arts and crafts supplies. Items for teens ages 13 and up are needed so the public is encouraged to provide gifts for older children. After all the gifts are collected and sorted by Promises2Kids volunteers, the gifts will be delivered by the social workers to thousands of foster children during the week of December 21.

Volunteers are still needed to help the Holiday Gift Drive. For a complete list of volunteer opportunities or collection bin locations, please visit www.promises2kids.com

About Promises2Kids

Originally founded as the Child Abuse Prevention Foundation of San Diego County, Promises2Kids is a 28-year-old nonprofit organization. Since 1981, Promises2Kids has led the fight against child abuse and neglect in the County of San Diego. No other organization in the area offers such a broad array of support systems, nor does any other organization in the area offer such a wealth of opportunity to connect with a wide variety of resources, programs, and collaborative partners focused on eliminating child abuse. The Chief Executive Officer of Promises2Kids is the former two-term Mayor of San Diego Susan Golding.

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