



Center
for
People
in
Need



FOR IMMEDIATE RELEASE

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Toyland for Kids: Giving Children a Christmas to Remember

LINCOLN, Neb. (Nov. 24, 2010) – The Center for People in Need is preparing to serve a record number of children in low-income households this December through its annual Toyland for Kids program.

Last year’s toy distribution gave out toys to nearly 10,000 low-income children in Lincoln and Lancaster County.

Toyland for Kids toy distribution will be 10:00 a.m.-4:00 p.m. Saturday, Dec. 18, 1:00 p.m.-4:00 p.m. Sunday, Dec. 19, and 3:00 p.m.-7:00 p.m. Monday, Dec. 20.

“A lot of families are still hurting financially from the recession so we anticipate the need will be at least as much if not greater than last year,” said Executive Director Beatty Brasch. “As a result, we welcome any and all donations of new toys for any age, and cash donations so that we can buy toys for children ages 9 and up.”

At Toyland for Kids, low-income parents and guardians are invited to shop for holiday gifts for their children at no charge. There are new toys and gifts sorted by every age group from young children to teens. Thanks to the efforts of hundreds of volunteers and the generosity of the community, thousands of children will receive gifts their parents cannot otherwise afford.

This year we are pleased to announce The Allstate Foundation, on behalf of Lincoln Benefit Life, as the sponsor of 2010 Toyland for Kids. In addition to a grant from The Allstate Foundation, Toyland for Kids is supported by Santa Cop, a program of the Lincoln Police Union Charities; the Marine Corps Toys for Tots program; the Center's Truckloads of Help program; toy drives organized by local churches and businesses; and donations from individuals and local businesses.

Applications are required and will be available at the Neighborhood FOOD distributions and at the Center for People in Need. Neighborhood FOOD locations are 1-2 p.m. Tuesdays at the F Street Community Center, 1225 F St.; 4-6 p.m. Tuesdays at the Center for People in Need; 1-2 p.m. Thursdays at the Malone Community Center, 2032 U St.; and 3-4 p.m. Thursdays at the Oak Lake Evangelical Free Church, 3300 N. 1st St. The application can also be printed from the website (www.centerforpeopleinneed.org). Applications can be dropped off at the Neighborhood FOOD distribution sites and at the Center office, or mailed to the Center for People in Need, 3901 N. 27th St. Unit 1, Lincoln, NE 68521. Families need to have an income of 150 percent or less of the federal poverty level (\$2,756.25 monthly income or less for a family of four).

Please bring the following information to sign up and to the toy distribution: A piece of mail with the parents' or guardians' name on it and your current address; identification or Center for People in Need card; proof of income (such as a Medicaid or SNAP card or check stub); and a Social Security card or other piece of identifying information for each child. We prefer applications be in by Friday, Dec. 3, in order to have time to process them and ensure we have enough gifts for every child.

We plan to serve a lot of clients so those attending Toyland should be prepared to wait. Seating will be available. Toys will be evenly distributed throughout all distributions so being first in line will not get the best toys.

About the Center for People in Need: *The Center for People in Need, 3901 N. 27th St., Unit 1, provides comprehensive services and opportunities to support low-income, high needs families and individuals as they strive to lift themselves out of poverty and achieve economic self-sufficiency. More information on the Center's programs is available at www.centerforpeopleinneed.org.*

About The Allstate Foundation: *Established in 1952, The Allstate Foundation is an independent, charitable organization made possible by subsidiaries of The Allstate Corporation (NYSE: ALL). Allstate and The Allstate Foundation sponsor community initiatives to promote safe and vital communities; tolerance, inclusion, and diversity; and economic empowerment. The Allstate Foundation believes in the financial potential of every individual and in helping America's families achieve their American dream.*

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