



***Media Release  
For Immediate Release  
Monday 29 November 2010***

**Give the gift of love, hope and joy this Christmas in your community**

Operation Santa is underway and UnitingCare and Target are asking you to join forces with them this Christmas and help give gifts to vulnerable individuals and families in your local community.

You can give a gift of love, hope and joy from now until Thursday 23 December by donating a gift at your local Target or Target Country store.

Simply spot the large red Operation Santa tree at any Target or Target Country store, take a gift tag from beside the tree and buy a gift for someone in need. Alternatively, gift cards can be purchased from Target checkouts.

UnitingCare representatives will collect the gifts, ensuring they are distributed to those in need for Christmas morning. All gifts go to people in the local community where they are purchased.

Reverend Harry Herbert, Executive Director, UnitingCare NSW.ACT said that while giving a gift may seem like a small gesture for someone in crisis, people experiencing difficulties appreciated having someone in the community care enough to do it.

“This isn’t about providing an elaborate Christmas for someone but letting someone know that you have cared enough to make the festive season a more joyous occasion for them.

“Gifts are given to disadvantaged children, young people, families and older people who come to UnitingCare looking for support with financial difficulties, isolation, mental illness, homelessness or family break down.

“You could be helping your own neighbour, colleague or even a friend by donating a gift.”

*Gifts are collected by UnitingCare representatives and distributed to local people in need in time for Christmas morning.*

Thank you to all of you who are assisting this year as Coordinators for Operation Santa, your time and energy is much appreciated.

**END**

For more information please contact Ingrid Hoff, Media and Communication Officer, UnitingCare NSW.ACT on 02 9376 1415 or email [ingridh@nsw.uca.org.au](mailto:ingridh@nsw.uca.org.au).

***Read how one family had a brighter Christmas thanks to your generosity in 2009...***

*Lou, 48, and Mike, 50, support and care for Lou’s mother, 87. Mike had a serious accident during the year and is no longer able to work. Compensation is not yet finalised. Medication and treatment for Mike and Lou’s mother are expensive – so Christmas looked bleak. We bought a Christmas Gift Basket for the family – added chicken and ham – and some small gifts for each of them. We delivered it the week before Christmas. Lou was so shocked that she was speechless. They told me after Christmas that they had a lovely three days and felt so blessed that we thought of them. Thanks UnitingCare for making it possible. Ballina Uniting Church, NSW*

