



FOR IMMEDIATE RELEASE

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Jeffco Action Center

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Jeffco Action Center's Santa Shop Special Donation

LAKESWOOD, CO: When one of the thousands of Jefferson County children opens a gift from Jeffco Action Center's Santa Shop they will be unaware it came from a special donor. The special gifts came from 5-year-old Connor Stack's birthday party.

Connor invited his 25 party guests to bring gifts that would be donated to charity. He then kept one of the gifts and donated the rest to the Santa Shop.

The 2009 Santa Shop will provide toys to a projected 4,000 Jefferson County children 12 years and younger from 10-4 pm through December 15-19 and 21-22, 2009 with daily distributions broke up based on last names. The Santa Shop is located at Faith Mountain 12344 W. Alameda Pkwy, Lakewood, CO behind the US Bank Building in the old Mann 6 theater building. It is part of the Action Center's prevention programs that provide a way to help bridge financial gaps at times when residents simply can't provide for the increased expenditure. Last year more than 3,000 children received gifts from this event.

Jeffco Action Center provides an immediate response to basic human needs and promotes pathways to self-sufficiency through intervention, prevention and connection to essential services.

Lately, demand for Action Center services such as food and clothing have set new daily records beginning the week before Thanksgiving. The number of daily households served has surged to above 300 at times with a standing room only lobby. The month of November was especially busy with a 27 percent increase in services over Nov. 2008. In fact for the past year and a half, the Action Center has had double-digit growth in the monthly number of services.

Fueling this growth has been a combination of record foreclosures, a 7.6 percent Jefferson County unemployment rate this spring which is 22-year high. Also, the need for one-time seasonal purchases like Thanksgiving food or holiday gifts that stretch families budgets and cause them to make the difficult decision between paying rent or filling this need.

In the end, Connor celebrated a great birthday by playing in a bouncy castle with his friends, enjoying his one toy and sharing laughs with his friends. He also was able to give a pretty good day to several other children with his other gifts.

"Where Action Matters!"

8755 West 14th Avenue
Lakewood, CO 80215

Jeffco Action Center, Inc.



For more information about this event and the Action Center, please visit www.jeffcoac.org or call 303-237-7704.

About Jeffco Action Center

Jeffco Action Center provides an immediate response to basic human needs and promotes pathways to self-sufficiency through intervention, prevention and connection to essential services. More than 25,000 Jefferson County residents receive assistance annually at the Action Center with food, clothing, homeless shelter, medical and utility assistance. With the help of hundreds of volunteers, the Action Center gives help, provides hope and builds dignity while breaking the cycle of poverty. For more information and to make donations please contact Joe Haines at 720-407-6704 or visit us at www.jeffcoac.org.

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