



Peoples' Self-Help Housing

NEWS RELEASE

FOR: Peoples' Self-Help Housing
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FOR: IMMEDIATE RELEASE

Santa Collects Toys & Gifts from State Street Stores on Dec. 17 to Collect for Needy Children At 4th Annual Stuff the Bus Parade

Santa Claus made his way down State Street on **Wednesday, December 17, 2008** to collect hundreds of unwrapped gifts for children ages from low-income families living at Peoples' Self-Help Housing's (PSHH) affordable housing properties in Santa Barbara and Goleta.

On the morning of **Wednesday, December 17, at 10 a.m.** Santa's decorated MTD bus traveled down State Street, picking up the toys at collection points along the way. Santa's entourage, which included sponsors, elected officials, community leaders, and PSHH staff embarked at Community West Bank, 1501 State Street, Santa Barbara.

The bus stopped and collected toy boxes at Community West Bank, Starbuck's at Victoria Street, Barnes & Noble Booksellers, and Hotel Santa Barbara. At the Barnes & Noble bus stop, 829 State Street, several children on Santa's bus selected books in the children's section for their gifts, courtesy of Barnes & Noble.

Toy box collection sites included all ten Starbuck's locations from Carpinteria to Goleta, Antioch University, Arlington Theatre, Barnes & Noble, Chilango's, Community West Bank, Deckers Outdoor Corp, Fess Parker's Doubletree, Fresco Café at Five Points, Hotel Santa Barbara, LF Stores, Milk & Honey, MTD, Museum of Natural History, Oliver & Espig Jewelers, Peoples' Self-Help Housing, Public Library, SB Police Department, Saks Fifth Avenue, Starbucks and Ty Warner Sea Center.

Santa disembarked at Peoples' Self-Help Housing Ladera complex at 322 Ladera Street where refreshments were shared with S.B County Supervisors Janet Wolf and Salud Carbajal, Council members Helene Schneider and Das Williams, and others.

dignitaries and 40 volunteers who wrapped the toys and gift cards from 10:30 a.m. to 1:30 p.m.

“Peoples' Self-Help Housing's Stuff the Bus campaign collects and distributes holiday gifts for 600 low-income kids. For many of these children, this is the only gift that they receive at this time of year,” stated PSHH Executive Director Jeanette Duncan.

Sponsors included Ads on the Wall, Barnes & Noble, Community West Bank, Efren Fajardo Painting, Metropolitan Transit District, Mr. and Mrs. B. Ray Gateley, Nu Image Signs & Graphics, Peikert Group Architects, Rabobank, Santa Barbara Bank & Trust and Starbuck's Coffee Company.

If you would like to donate, contact Monica Iverson at Peoples' Self-Help Housing at (805) 962-5152 x220 or email monicai@pshhc.org.

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