

PRESS RELEASE & PHOTO OPPORTUNITIES



FOR: Peoples' Self-Help Housing
26 E. Victoria Street, Santa Barbara CA 93101

CONTACT: Rochelle Rose, Fund Development Director, (805) 962-5152 x227 or
Annette Montoya, Corporate Communications Manager, (805) 781-3088 x457

FOR: IMMEDIATE RELEASE

Toy Collection Boxes go up in Santa Barbara 5th Annual Stuff the Bus Campaign Helps Needy Kids

During November toy boxes will begin making an appearance up and down State Street and other locations to collect gifts from the generous community to help underprivileged children.

Santa Claus will make his 5th annual bus ride down State Street in Santa Barbara on Wednesday, December 16, 2009 at 10 a.m. to collect hundreds of unwrapped gifts for children ages infant to 11 years for low-income families living at Peoples' Self-Help Housing's (PSHH) affordable housing properties in southern Santa Barbara County.

To date toy box collection sites include all ten Starbuck's location from Carpinteria to Goleta, Barnes & Noble, Community West Bank, Deckers Outdoor Corp., Fresco Café at Five Points, Hotel Santa Barbara, LF Stores, MTD, Museum of Natural History, Nu Image Signs & Graphics, Oliver & Espig Jewelers, Peoples' Self-Help Housing, SB Police Department, Ty Warner Sea Center, and YMCA.

Volunteers can participate in sorting and wrapping the toys and gift cards on December 16 from 10:30 a.m. to 1:30 p.m., which will then be transported to PSHH affordable rental complexes that afternoon, in time for their site holiday celebrations.

“Peoples' Self-Help Housing's Stuff the Bus campaign collects and distributes holiday gifts for 600 low-income kids. This is a challenging year for everyone, but together we can make a difference. 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 to date include Community West Bank, Ayres Automotive Repair, Metropolitan Transit District, Capital Source Bank, Nu Image Signs & Graphics, Ads on the Wall, Barnes & Noble, and Starbuck's Coffee Company.

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

Peoples' Self-Help Housing provides affordable housing and programs leading to self-sufficiency for low-income families, seniors, and other special needs groups on California's Central Coast. It has also provided first-time homeownership opportunities for over 1,100 working families. PSHH is the leading affordable housing developer on the Central Coast, with offices in Santa Barbara and San Luis Obispo.

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