

PRESS RELEASE & PHOTO OPPORTUNITIES



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

Santa 'Stuffs the Bus' with toys for needy kids at Wed. Dec. 16 Parade

Santa Claus makes his 5th annual "Stuff the Bus" parade ride down State Street in Santa Barbara on Wednesday, December 16, 2009 at 10 a.m. to collect hundreds of unwrapped gifts for children from low-income families living at Peoples' Self-Help Housing's (PSHH) affordable housing properties in southern Santa Barbara County.

Santa travels in a decorated MTD bus, escorted by the Santa Barbara Police Department, and makes stops to pick up toy and gift card collection boxes at Community West Bank, Starbuck's at State & Victoria, Barnes & Noble Bookstore, and Hotel Santa Barbara (a detailed parade route map is attached).

Santa's bus ride ends at approximately 10:30 a.m. at PSHH's Ladera Apartments in Westside Santa Barbara where 40 volunteers will participate in sorting and wrapping the toys and gift cards from 10:30 a.m. to 1:30 p.m. Gifts for 600 children are then transported to PSHH affordable rental complexes in Carpinteria, Santa Barbara, Goleta, and Isla Vista in time for holiday celebrations.

Cash and in-kind supporters include Nancy and Thomas Jr. Crawford, CapitalSource Bank, Community West Bank, Santa Barbara Bank & Trust, Peikert Group Architects, Ayers Automotive Repair, B. Ray and Dianne Gateley, Penfield & Smith, Ads on the Wall, Barnes & Noble, Hotel Santa Barbara, Metropolitan Transit District, Nu Image Signs & Graphics, Santa Barbara Police Department, and Starbuck's Coffee Company.

Other businesses and organizations who sponsored collection boxes were Antioch University, Arlington Theatre, Business First Bank, CapitalSource Bank, Deckers Outdoor Corp., Fresco Café at Five Points, Gelson's Market, LF Stores, Metropolitan Transit District, Museum of Natural History, Nu Image Ad Group, Oliver & Espig Jewelers, S.B. County Assoc.

of Governments, SB Police Department, Saks Fifth Avenue, Skin Deep, Starbucks Coffee Company, Crimson Day Spa, Ty Warner Sea Center, and the YMCA.

“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, these are the only gifts that they receive at this time of year,” stated PSHH Executive Director Jeanette Duncan.

VIPs scheduled to date to ride in Stuff the Bus parade include S.B County 1st District Supervisor Salud Carbajal, Mayor Marty Blum, Mayor-elect Helene Schneider, City Council members Frank Hotchkiss and Michael Self, City of SB Community Development Housing and Redevelopment Program Planner Simon Kiefer, and representative for Congresswoman Lois Capps, Tasha Zuzalek, as well as sponsor representatives.

The project committee members are Sara Cooper, Kate Schwab, Lynnette Coverly, Karen Hurst, Officer Adrian Gutierrez, Deborah Tracy, Nadine Turner, Monica Iverson, Annette Montoya, Andre Neumann, and Rochelle Rose CFRE.

If you would like to donate 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 1,150 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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