



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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IMPACT NW AND KOIN 6 PARTNER DURING ANNUAL HOLIDAY MAGIC GIFT DRIVE

Portland – Impact NW has partnered with KOIN 6 to bring a little joy this holiday season to some of our community's most vulnerable children and their families, as well as seniors and adults with disabilities.

Impact NW is a unique human service agency whose comprehensive anti-poverty services offer education, financial assistance, job-training, in-home services, and a wide-array of other supports to individuals of all ages, providing them with the skills and resources necessary to achieve success and advocate for themselves and their communities.

Each year, Impact NW spreads a bit of holiday cheer by collecting and distributing gifts to hundreds of families who could not otherwise afford them. Impact NW's holiday store is filled with donated toys, children's clothing and household items. Volunteers help families select their gifts, wrapping all their holiday treasures and engaging children in crafts. All items that families select are free of cost to them.

KOIN 6 has selected Impact NW as the beneficiary of their annual Holiday Magic Gift Drive, partnering with Evergreen Aviation, Stanford Restaurants, America's Mattress and Honda of Portland to collect gifts for the holiday store.

The public can participate in Impact NW's Holiday Gift Drive by donating gifts for the holiday store. A "wish list" of suggested gift items – including new toys for all ages, clothing, books and household goods - can be found at <http://www.impactnw.org/holiday-drive>. Donations can be delivered to one of the following locations between (dates).

Businesses and community organizations can participate in the Holiday Gift Drive by hosting a "Giving Tree" at their office, place of worship, or other location. To receive more information about hosting a giving tree, or other sponsorship opportunities, contact Catherine Hayes at (503) 988-6000 x 261 or via email at chayes@impactnw.org.

Impact NW's Holiday Store will be held Saturday, December 17th through Monday, December 19th. Media opportunities can be arranged by contacting Tony Staser at (503) 988-6887 x 259 or via email at tstaser@impactnw.org.

*Impact NW is a premier provider of educational and social services in the greater Portland metro area. **The organization's mission is to help people achieve and maintain self-sufficiency and to prevent and alleviate the effects of poverty.** Throughout its 45-year history, Impact NW has been a leader in providing individuals of all ages with the skills and resources necessary to achieve success and to advocate for themselves and their communities. Annually, over 60,000 low-income children, youth, families, seniors, and adults with disabilities participate in Impact NW's comprehensive anti-poverty programs.*