



Draft: 8 July 2015

Media Release

For Immediate Release

THE SANTA SHOEBOX PROJECT DELIVERS ON GIVING FOR GOOD

2015 Target: 100 000 gift boxes and beyond!

www.santashoebox.org.za

With 'Giving for Good' as this year's theme, the heartwarming Santa Shoebox Project will once again kick off in September to take up the challenge of collecting 100 000 festive season gifts for children from vulnerable social backgrounds. Over the past nine years 456 004 'gifts of joy' have placed a smile on as many faces of youngsters at orphanages, children's homes and care centres across the country, and as far as Namibia. This year the goal is to go beyond this challenge with innovative new initiatives that take 'giving for good' beyond the boundaries of the shoebox drive, with the goal of making positive changes in the lives of these children – for good. The Virtual Box option that was introduced in 2014 is proving popular with donors who don't live close to any of the Santa Shoebox Drop-Off zones to make their pledges on-line.

Last year additional avenues were introduced to support the core shoebox drive, and these focus on collecting complementary, critical items. Kind-hearted donors can now also show their support by donating Proudly South African raincoats to children who live in high winter rainfall areas, to keep them dry on their way to school every day. Corporate clients and other benefactors have an opportunity to make a financial donation towards the Santa Shoebox Legacy fund, created to provide additional support to children's facilities. With the first funding received, the Santa Shoebox Project has partnered with the South African Red Cross Society to train caregivers at selected beneficiary organizations in basic First Aid.

All of these options can be easily done via the new Santa Shoebox website, www.santashoebox.org.za. Donors may register online now leading up to the 2015 project launch on 1 September.

MORE ABOUT THE SANTA SHOEBOX PROJECT

With 'share the joy of giving' as the essence of the project, the Santa Shoebox Project offers people from all walks of life the chance to participate in a profoundly valuable and personal experience, enriching the lives of both those doing the giving, and those on the receiving end. Donors are encouraged to involve their own children in the process of personally selecting the name of a child from one of the centres or children's homes, and putting together his or her individualized, age appropriate Santa Shoebox gift. Uniquely, this means each participant knows the first name, age and gender of the child. Gift boxes have to be filled according to the guidelines provided on the Santa Shoebox website, and include some practical necessities such as toothpaste and toothbrush, face cloth and soap, as well as sweets, educational supplies, a toy and an item of clothing. The gift wrapped Santa Shoeboxes need to be dropped off at central distribution points across the country on designated dates in October. Click through to **Local Drop Off Zone** on the website, to access details and directions for your area.

Register online now as a donor to receive newsletters and 2015 notifications: www.santashoebox.org.za

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