



United Way of
San Luis Obispo County



P.O. Box 14309 ▪ San Luis Obispo, CA 93406 ▪ info@unitedwayslo.org ▪ www.unitedwayslo.org ▪ (805) 541-1234

NEWS RELEASE

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MEDIA CONTACT
Rachel Cementina (805) 541-1234
rcementina@unitedwayslo.org

UNITED WAY AND TARGET BRING HOLIDAY CHEER TO FAMILIES IN NEED ***19th Consecutive Year Retailer Donates Millions of Dollars Worth of Trees to Communities***

San Luis Obispo, CA – Target in Paso Robles donated two decorated holiday trees to United Way of San Luis Obispo County, as part of the Share A Tree program, a national partnership between Target and United Way Worldwide.

United Way worked with local nonprofit agencies to identify families in need; this year, two trees were delivered to families in SLO County that would have been unable to afford a tree for the holidays. The Armenta family, pictured, was nominated through the supportive housing program of Peoples' Self-Help Housing, a United Way grant funded program.

The value of the two trees and decorations is about \$1,000. In addition, the employees from the Bath & Body Works and Old Navy stores in San Luis Obispo sponsored gifts for the families. To deliver the 7-foot fully decorated trees, Charter Communications employees volunteered their time—and their trucks.

Rachel Cementina, Share A Tree coordinator, said "I love participating in this program every year, especially now, when the need is so great. The families are so grateful when we bring them a tree. The employees at Bath & Body Works, Charter Communications, and Old Navy are always great to work with, and we are so thankful for their generosity."

From December 18-22, Target stores across the country will partner with local United Ways to donate 3,400 decorated holiday trees through the Target Share A Tree Program, now in its 19th consecutive year. United Way volunteers nationwide will distribute the trees to families in need and partners such as shelters, community centers and childcare programs. The trees are worth an estimated \$1.7 million.

"United Way is proud to partner with Target throughout the year, especially during this season of giving," said United Way Worldwide President and CEO Brian Gallagher. "Last year, Target and its team members pledged more than \$13.5 million through the United Way campaign. This generosity, combined with creative community programs like Target Share A Tree, is a testament to Target and its employees' commitment to improving lives. We are delighted to join Target in spreading joy to children and families across the country."

"The holiday season creates an added challenge for families who are struggling to meet their basic needs," said President of Target Community Relations and Target Foundation, Laysha Ward. "Through our ongoing partnership with United Way, we are honored to help these families continue their holiday traditions."

Trees and gifts were delivered to two Paso Robles families on Friday morning, December 18. For more information about United Way of SLO County, visit www.unitedwayslo.org or call (805) 541-1234.

Photos Attached: The Armenta family with volunteer Harmony Haney from Charter Communications, and with United Way of San Luis Obispo County staff member, Rachel Cementina.



About United Way

United Way of SLO County is an independent, nonprofit organization governed by a board of volunteers. It is affiliated by membership with United Way of America and strives to build a stronger, healthier, more compassionate community by investing in programs serving education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become a part of the change. For more information about United Way, please visit: www.unitedwayslo.org.



About Target

Minneapolis-based Target serves guests at 1,684 stores in 48 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Since 1946, the corporation has invested five percent of its income in the communities it serves. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Target partners with nonprofit organizations, guests and team members to help meet community needs. For more information, go to www.target.com/pressroom.

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<http://www.unitedwayslo.org/News/index.html>