

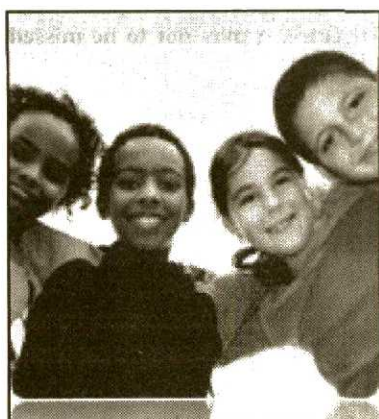


Help Promises2Kids Brighten the Holidays for Abused and Neglected Children and Teens in San Diego

SAN DIEGO, CALIF. - Nov. 23, 2010 - The Promises2Kids Give From Your Heart(r) Holiday Gift Drive will collect gifts for items for foster kids for the holidays.

"Foster children struggle even in the best of times. These past few years have been particularly hard on them, as well as the foster families with whom they live. We want to make sure that these kids who have been dealt a difficult hand early in life are able to enjoy the things that other kids enjoy during the holidays," says Susan Golding, CEO and president, Promises2Kids.

Promises2Kids' Give From Your Heart(r) Holiday Gift Drive starts on Nov. 22 and



ends at a LIVE DRIVE on Mon., Dec. 13 from 9:00 a.m. to 6:00 p.m. at Walmart in Kearny Mesa. Promises2Kids asks for help from San Diegans to donate a new, unwrapped gift at one of the 300 collection bins that will be stationed throughout the county.

The organization seeks to exceed the 13,000 gifts that were collected during the 2009 drive. The gifts will be distributed to more than forty partner organizations including the Polinsky Children's Center, Mary's House Transitional Housing Program, local foster homes, and group homes.

Suggested gifts include toys, board games, dolls, books, sporting equipment, bikes, skateboards, age-appropriate DVD's, arts and crafts supplies and gift cards and electronics for teens ages 13 and older. A full wish list can be found on the Promises2Kids website at www.promises2kids.org.

The Promises2Kids Give

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From Your Heart(r) Gift Drive partners include BOMA (Building Owners and Managers Association) San Diego, Boyer Moving and Storage, Kilroy Realty Corporation, Walmart, Wendy's Hamburgers, California Coast Credit Union, KUSI News San Diego, Z90.3 FM.

Volunteers are still needed. Please contact Special Events and Volunteer Coordinator Laurie Spears at 858-427-1112.

About Promises2Kids

Promises2Kids was founded 30 years ago under the name The Child Abuse Prevention Foundation. The organization is also known as The Polinsky Children's Center Foundation, the only charitable arm of the Polinsky Children's Center. Since 1981, Promises has led the fight against child abuse and neglect in San Diego County, distributing more than \$21 million and providing support and services for more than 166,000 children in need in San Diego County.