



Family Giving Tree™

### **Family Giving Tree Press Contact**

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## **Family Giving Tree announces the kickoff of their 25<sup>th</sup> Annual Holiday Wish Drive with an exclusive Executive “Elf” Experience**

*Celebrating 25 years of bringing hope and joy to those in need, Family Giving Tree’s 2015 Holiday Wish Drive aims to deliver 75,000 holiday gifts to underserved children and families across the greater Bay Area.*

**Milpitas, CA, October 2015:** The Family Giving Tree is pleased to announce their 25<sup>th</sup> annual Holiday Wish Drive, which fulfills the holiday gift wishes of those most underserved in the Bay Area.

Approximately 75,000 holiday gifts will be distributed during this 2015 holiday season in an effort to bring joy to children and individuals living below the federal poverty line. Family Giving Tree is steadfastly committed to ensuring that no child feels forgotten during the holidays and is honored to share the joy of the holidays by fulfilling the gift wishes of those most in need.

“25 years ago, I committed to fulfilling 300 holiday wishes of children in East Palo Alto”, said Jennifer Cullenbine, Queen Elf and Executive Director of the Family Giving Tree. “With the incredible support of thousands who lead drives, sponsor the Family Giving Tree, donate in support of our mission and volunteer their time, we have been able to expand the reach of our Holiday Wish Drive beyond my wildest dreams. It is a happy occasion each year to witness the joy that comes from a child who receives just what they wished for during the holidays.”

The official launch of Family Giving Tree’s 2015 Holiday Wish Drive will begin on December 11<sup>th</sup>, when thousands of Drive Leaders will arrive at Family Giving Tree’s warehouse to deliver their donated gifts. On-hand for this special delivery day will be more than 50 Silicon Valley executives who will work hand-in-hand with Family Giving Tree staff and volunteers to receive and begin the process of sorting, wrapping and organizing donated gifts for distribution to local nonprofit agencies and schools. This annual “Executive Elf Experience” is an extension of the organization’s mission to inspire the values of kindness, philanthropy and volunteerism in the communities they serve.

For information on Family Giving Tree’s annual Holiday Wish Drive, including ways you can support Family Giving Tree through volunteer service, leading your own drive or donating, visit: [www.familygivingtree.org/](http://www.familygivingtree.org/).

Headquartered in Milpitas, California, the Family Giving Tree is celebrating 25 years of bringing hope and joy to those in need through their annual Back-to-School and Holiday Wish Drives.

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