**For Immediate Release**  Contact: [Name]

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[Company] Plans to Bring Joy and Uplift Spirits

Through Wished-for Gifts this Holiday Season

**Date, 2023** - Despite the Bay Area’s affluence, the reality is that nearly half of the region’s families are considered low or very low-income. And, as we head into the holiday season, instead of taking part in light-hearted festivities, many of these families may be faced with some difficult financial choices.

With inflation, the average American family now spends over $700 more a month on household costs. For families already struggling financially, this added stress can be detrimental to the mental health of every member of the family. Heads of household feel a sense of helplessness, and the children can develop a scarcity mindset — an obsession over what they don’t have compared to others.

But, even though things are tough, everyone deserves to feel a little holiday cheer.

That’s where [Company], in partnership with Family Giving Tree (FGT) is stepping in. “We believe that every child deserves a gift during the holidays and are excited to be participating (for the xx year)in this annual Drive,” states, [Name, Title]. For over 30 years, the Holiday Wish Drive has ensured that Bay Area families facing financial hardships are included in the joy of the season. And for 2023, they aim to lighten the loads of 44,000 more.

The community can easily contribute a gift or two by visiting the 2023 Holiday Wish Drive “Virtual Giving Tree'' [**here**](https://wishdrive.org/) and choosing from thousands of requested gifts. It’s easy and offers the promise of joy and an uplifted spirit to those who need it most.

**[Your Company] information here** (see below)

**Family Giving Tree,** located in Milpitas, connects those who can give to those in need with educational support, gifts, and volunteerism through annual Back-to-School and Holiday Wish drives. Thanks to generous and consistent community support for 34 years, Family Giving Tree has uplifted Bay Area children and adults with over 2 million individually requested holiday gifts and backpacks filled with school supplies.