

## News Release.

For immediate release – November 25, 2009



St. John's, NL - United Way of Newfoundland and Labrador is launching the 1st Annual Stuff-A-Sock campaign, a part of United Way's Day of Caring™.

Many individuals in our city and our province are unable to provide the necessities that we often take for granted. To help various organizations and individuals we are inviting you to personally "STUFF A SOCK". Purchase a pair of warm socks, and stuff them with some (or all) of the following personal hygiene and care items:

- Travel Size Toothpaste/Toothbrush
- Travel Size Shampoo/Conditioner
- Soap
- Deodorant
- Razors
- Lip balm
- Shaving cream
- Feminine Hygiene Items
- A Candy Cane or Christmas chocolate!

Help make Christmas a warm and safe holiday season for those that need our help!

**Stuffed socks can be dropped off or delivered (on or before December 8th, 2009) to:**

United Way of Newfoundland and Labrador  
44 Torbay Road, Suite 325  
Telephone: (709) 753-8288

***\*\*The first 100 socks will be donated to The Gathering Place, which provides nutritional and emotional nourishment to isolated adults in our community. Additional socks will be donated to the Community Youth Network's Street Reach Christmas Stocking Drive.***

**Day of Caring®:** A special way for businesses, organizations and their employees to spend time making a difference in the lives of people in Newfoundland and Labrador.

**Imagine:** An opportunity for the people of your organization to come together as a group to make a real difference in your community. **Imagine:** People in your organization working side-by-side - ensuring through the collection and donation of items we take for granted, that someone will not have to do 'without'. **Imagine:** Moving beyond making your corporate donation or organizing an employee campaign and into a direct role as a community builder - simply by setting aside a day to be involved in something that's tangible.

That's what United Way's **Day of Caring®** is all about. It's about community building made real. It's an opportunity to see the programs and agencies your organization and your people support come to life. It's a special chance to interact with the staff and the volunteers who deliver services to your community.

***Warm their feet—Warm your heart.***

**For further information, contact:**

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