



MEDIA RELEASE

Date: 29th September 2023

Hope for families facing tough Christmas

The Salvation Army is calling on the Camden, Hampstead & Highgate community to donate new unwrapped toys and to its Be A Star Christmas Present Appeal that will support families in need over the festive season.

Sadly, we know that this will be a tough Christmas for local families. We're expecting the number of people requesting support to be greater this year, so please be a star and help us share some hope this Christmas.

Salvation Army church leader Major Michael Kinnear said: "Every year we ask people to donate new toys and gifts to our Christmas present appeal so we can distribute them to families whose children would otherwise not receive a gift. This year, we are expecting the number of families requesting help to rise as the cost of living crisis hits family budgets."

The church on 10-16 Haverstock Hill will be collecting donations of brand new unwrapped toys from 17th November - 12th December. People wishing to donate can drop their contribution in to Chalk Farm Salvation Army (see notes to Editors for ideas for specific age groups).

Major Michael Kinnear said: "By adding an extra present or treat to your shopping list you can remind families facing a tough winter that their community cares. This year our appeal is themed **Be A Star**, encouraging our community to bring light and joy to families. It also reminds us of that first Christmas, when a star appeared in the sky to bring the shepherds and wise men to Bethlehem to discover new hope in the birth of Jesus. By 'being a star' and donating to our Christmas appeal, people will shine a light for people who are struggling at this special time of year."

The Salvation Army will sort and distribute the gifts to children and families in the area through its networks primarily working with local schools and other agencies.

Gifts can include anything from soft and educational toys for the very youngest child, to games, toys, books and accessories for older children.

A church and charity, The Salvation Army expresses its Christian faith by offering friendship, practical help and support to some of the most disadvantaged people in our





communities. Each week we support the homeless and elderly community through and also offer an advice and employability service.

For more information about the Christmas Present Appeal, please contact Major Michael Kinnear, The Salvation Army, Chalk Farm Corps, 10-16 Haverstock Hill, Camden, London, NW3 2BL Telephone: 020 7485 1605 E-mail: chalk.farm.corps@salvationarmy.org.uk

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Notes to Editors

For media enquiries, please contact the PR & Communications office:
media@salvationarmy.org.uk / 020 3657 7555

Gift ideas for children and young people:

0-3 years: soft toys, colourful and fun educational toys, cot mobiles, baby clothes, bath toys, CDs of suitable music and nursery rhymes;

3-5 years: books, dressing up clothes, cars, lorries, dolls, action figures and soft toys, colourful and fun educational toys, CDs (music, stories and nursery rhymes), suitable DVDS, colouring sets, pencils, crayons, books, puzzles, footballs;

5-9 years: dolls and action figures, educational games and toys, stationery (colouring sets, pencils, crayons, school sets), CDs and family friendly DVDs, books, puzzles, word search, crosswords, skateboards, sports equipment and clothing;

9-12 years: games and toys, sports equipment and clothing, stationery, CDs, DVDs, books, T-Shirts, hair ornaments, gloves, scarves, hats;

13-16 years: CDs, DVDs, books, toiletries (please try to ensure non-allergic ingredients if possible), gloves, scarves, hats and other fashion accessories. High street store gift cards attached to a chocolate selection box is also useful as older teenagers may wish to choose their own gift.

The Salvation Army is an international Christian church and registered charity which has been transforming lives for more than 150 years. Working in 131 countries worldwide, The Salvation Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 650 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691.

For more information visit the website www.salvationarmy.org.uk or on Facebook (<https://facebook.com/salvationarmyuk>), Twitter (<https://twitter.com/salvationarmyuk>) or Instagram (<https://www.instagram.com/salvationarmyuk/>)

