



FOR IMMEDIATE RELEASE:

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Contact:

Jacqueline de Guzman
(408) 255-8033 x305
(408) 824-8048 - cell

Sponsors and volunteers needed for annual Back-to-School Shopping Spree for needy children

CUPERTINO, CA (July 7, 2011) - Back-to-school time is quickly approaching, and no child should have to return to the classroom without the basic necessities of a backpack and new school clothes. One local effort to prepare students for the upcoming school year is West Valley Community Services' and JCPenney in Cupertino annual back-to-school shopping spree for economically disadvantaged children.

The spree event is scheduled for Saturday, August 6. Each year approximately 80 children from the West Valley community are given the opportunity to shop with an adult chaperone for essential clothing items. "For many of these kids it is the first time they have owned new shoes or have been given the opportunity of having new clothes prior to the start of school," states Naomi Nakano-Matsumoto, Executive Director of West Valley Community Services. "Our goal is to help these students attend the first day of school in new clothes with an increased self esteem. We want them to fit in with their peers."

Families are selected through an application process during the summer and donations are collected from the community in order to provide each child with this experience. However, due to limited funding, only a select number of children can participate in the Back-to-School Shopping Spree. Priority is given to children that have not participated in the program last year. More than 450 West Valley youth have benefited from the Back-to-School Shopping Spree since its inception in 2005.

West Valley Community Services has made getting involved simple. Just \$100 will allow a needy child to participate in this program. All gifts are tax-deductible to the extent permitted by law. Businesses, individuals or families interested in sponsoring a child are encouraged to send their contributions to West Valley Community Services. Donors will receive acknowledgement of their donation and are given the option of volunteering as a chaperone with the child that they sponsor. Please make checks payable to: West Valley Community Services, 10104 Vista Drive, Cupertino, CA 95014. Monies must be received prior to July 26, 2011.

(More)



This event is about community coming together and tending to the needs of lower-income families and forgotten children. For volunteer opportunities or to make a tax-deductible financial contribution, please contact Jacqueline de Guzman at (408) 255-8033 ext. 305.

About West Valley Community Services

West Valley Community Services is a non-profit, community-based agency that has been providing direct assistance and referral services to the West Valley for over 35 years. WVCS serves over 6,000 individuals and families annually in the West Valley communities of Cupertino, Los Gatos, Monte Sereno, Saratoga, West San Jose and the surrounding mountain regions. For more information, visit www.wvcommunityservices.org.

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