

Be a Santa to a Senior Continues Popular Holiday Gift Tradition

The popular campaign that last year delivered 146,000 gifts to needy seniors throughout North America is being organized locally again this holiday season. Area retailers, along with agencies that serve older adults, have partnered with a local senior care service to make sure that isolated seniors receive gifts and companionship through the *Be a Santa to a Senior* program.

The area office of Home Instead Senior Care, the world's largest provider of non-medical home care and companionship for older adults, has partnered with the Wagon Wheel Girl Scout Council, Current USA Inc., First United Methodist Church, Lifeline, area Wal-Mart stores, US Banks, Wells Fargo Bank, John Laing Homes, Deluxe Business and Solutions Customer Care and the Colorado Springs Police Department to provide presents to seniors who otherwise might not receive a gift this holiday season.

This is the third year of the program where last year 6,000 volunteers distributed gifts to deserving seniors. In just the two years since introducing this *Be a Santa to a Senior* program, Home Instead Senior Care has helped provide more than 200,000 gifts to 122,000 seniors.

“*Be a Santa to a Senior* continues to grow in popularity as citizens from all walks of life discover the joy of giving back to a group that often is forgotten during the busy holiday

season,” said Kathryn Curry owner of the Home Instead Senior Care office serving Colorado Springs, Woodland Park and Monument. “Some people have told us they always give to needy children during the holidays, but never thought about the fact that there are isolated and lonely seniors who need a lift during this season as well. *Be a Santa to a Senior* also is designed to help stimulate human contact and social interaction for seniors who are unlikely to have guests during the holidays.”

Here’s how the program, which runs from November 18th through December 9th, works: Prior to the holiday season, the participating local non-profit organizations will identify needy and isolated seniors in the community and provide those names to Home Instead Senior Care for this community service program. **Christmas trees, which will go up in area Wal-Mart stores, area US Banks, the Wells Fargo Bank located at 90 South Cascade Avenue, John Laing Homes and Deluxe Business and Solutions Customer Care on November 18th, will feature ornaments with the first names only of the needy seniors and their respective gift requests.**

Holiday shoppers can pick up an ornament, buy items on the list and return them unwrapped to the store, along with the ornament attached. Home Instead Senior Care then enlists the volunteer help of its staff, senior care business associates, non-profit workers and others to collect, wrap and distribute the gifts to these seniors. **A citywide gift-wrapping day, when hundreds of the presents will be wrapped, will be held on December 9th from 9:00 a.m. until 4:00 p.m. at the First United Methodist Church,**

420 North Nevada Street in Colorado Springs. Officers with the Colorado Springs Police Department will assist with delivery.

“Be a Santa to a Senior is an important way that we all can say thanks to those older adults who have helped shape our community,” Curry said. *“Our hope is that the spirit of this season will touch many lives.”*

If you or someone you know is interested in volunteering to help on the citywide gift-wrapping day, contact Home Instead Senior Care at 719-534-0908. Businesses are encouraged to contact the local Home Instead Senior Care office about adopting groups of seniors.

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Editor’s Note: To arrange for photos and interviews, contact Debbie Hilt, with Albers Communications Group, at (888) 296-2411 ext. 6. For more information about Home Instead Senior Care, log on to www.homeinstead.com.