



MEDIA RELEASE

Wednesday, November 14, 2018

Help Make Spirits Bright: Toy Donations Needed for The Mustard Seed Family Gift Centre

Edmonton, AB - On December 11 and 12, from 10 a.m. – 8 p.m. at The Mercury Room (10575 114 St), The Mustard Seed will host its third annual Family Gift Centre for those in need. The \$2 toy store will allow parents and guardians facing poverty or homelessness, to select and purchase gifts for their children this Christmas.

“Many families do not qualify for other Christmas programs such as the Christmas Bureau or Santa’s Anonymous,” explains Megan Schuring, The Mustard Seed’s Community Engagement and Volunteer Services Manager. “Even if community participants do not have legal guardianship of their children, they are still able to access The Mustard Seed gift centre.”

The Mustard Seed is reaching out to Edmontonians this holiday season, asking them to help spread the Christmas spirit. The organization is seeking donations of **NEW**, unused gifts suitable for children ages 0 - 18 years old. Donations can be dropped off at the following location and times:

The Mustard Seed Community Support Centre - 10568 114 St
Monday – Friday 9 a.m. – 5 p.m.

Extended Winter Hours (Dec. 1 – 21)

Monday – Thursday 9 a.m. – 8 p.m.

Friday 9 a.m. – 5 p.m.

Saturday (Dec. 1, 8 & 15) 1 – 5 p.m.

The Mustard Seed is asking local schools, businesses, and organizations to consider collecting toys at their next event or holiday function, in the hopes of stocking the Family Gift Centre for a third consecutive year.

“We are working to ensure that there is something special under the tree for everyone this year, and that parents or guardians can experience the dignity that comes from purchasing and giving gifts to their loved ones,” says Dean Kurpjuweit, The Mustard Seed’s Managing Director. “A simple gift at the right time can make all the difference in the life of someone in need.”

“I am excited to be a part of The Mustard Seed Family Gift Centre,” says Jason Strudwick, NHL alum and Family Gift Centre Campaign Partner. “It creates an opportunity for parents across Edmonton to make Christmas special for both them and their kids! A gift under the tree from a loved one is something every child should experience.”

For more information, and to learn how you can get involved with The Mustard Seed’s Family Gift Centre, please visit <https://theseed.ca/family-gift-centre/>.

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for men, women, and children experiencing poverty and homelessness since 1984. The Mustard Seed delivers basic necessities, and support services including employment, advocacy, and counseling programs to those in need and partners with the community to address the root causes of poverty. <https://theseed.ca/>

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Please find a complete schedule of The Mustard Seed’s Christmas events below.

The Mustard Seed | Christmas 2018

Event Schedule

Date	Event/Time/Location	Details
Dec 8 th	Kid's Christmas Party 12 – 3 p.m. 96th Street Building 10635 96 St.	Families with children are welcome to celebrate Christmas with crafts, games, presents, and a visit from Santa. Event presented by WorleyParsonsCord
Dec 11 th and 12 th	The Mustard Seed's Family Gift Centre 10 a.m. – 8 p.m. The Mercury Room 10575 114 St	A \$2 toy store for parents/guardians of children to pick out and purchase gifts for their families this Christmas. Toys/gifts for children ages 0-18 years old. Two gifts per child.
Dec 13 th	The Mustard Seed's Mosaic Centre Christmas Dinner 5:30 – 9 p.m. Mosaic Centre 12758 Fort Road	A Christmas celebration for Community Participants. Event will include a turkey dinner, caroling, and more. Bag of Hope will also be distributing backpacks full of gifts and basic necessities to guests in attendance.
Dec 20 th	The Mustard Seed's Neighbour Centre Christmas Dinner 6 – 8 p.m. Strathcona Baptist Church 8318 104 St	The Mustard Seed Neighbour Centre's Dinner Club, a group of both volunteers and participants, will prepare a Christmas meal for our south Edmonton community.
Dec 24 th	The Mustard Seed's 96 th Street Building Christmas Eve Lunch 1 p.m. 96th Street Building 10635 96 St.	A turkey lunch to celebrate the holiday with our community participants. 400-500 community participants are expected to attend.
Dec. 31 st	The Mustard Seed's New Year's Eve Party 7 p.m. – 12:30 a.m. 96th Street Building 10635 96 St.	A New Year's Eve celebration for community participants. Event will include games, food, prizes, and more.