

## **MEDIA ADVISORY**

November 22, 2023



### **The Mustard Seed is Accepting Toy Donations for Vulnerable Families Now Until December 1**

**Edmonton, AB** – Every child deserves a magical Christmas, and we believe no family should have to choose between putting food on the table and giving their children the joy of unwrapping a present on Christmas morning. That’s why The Mustard Seed has created the Family Gift Centre, a pop-up shop where low-income families can purchase Christmas gifts for only \$2.

Our mission is to create an experience that restores dignity and empowers caregivers to shop for their kids. Many families in the Edmonton area live below the poverty line, and the Family Gift Centre exists to alleviate the added pressure over the holidays, ensuring everyone has something special under the tree!

“We want caregivers to have an opportunity to get their Christmas gift shopping done without the added stress of trying to make ends meet. I think many of us are feeling the “pinch” of things these days – with this event, we are trying to help alleviate that a bit and ensure that the excitement of the season doesn’t get lost. It’s a small way that we can help to spread Christmas compassion and cheer,” says Rebecca Trask, Community Development Manager.

The Mustard Seed urgently calls Edmontonians to donate new, unwrapped toys to the Family Gift Centre to make the event a reality.

“Our goal is that our guests have a memorable experience from start to finish when they come to The Family Gift Centre. Having a wide selection and variety of toys is a big part of that, which is why donations are such a huge part of being able to run this event. The joy of seeing parents and guardians find the perfect gift for each of their children is contagious. Each gift donation we get plays a vital role in helping to create that experience for our guests.”

Donations are accepted at The Mustard Seed Community Support Centre (10568 114 St. NW, Edmonton) from Monday to Saturday, 8:30 a.m. to 4:30 p.m. until December 1. People can also donate monetarily online at [theseed.ca/giftcentre](https://theseed.ca/giftcentre)

#### **About The Mustard Seed:**

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence.

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