

## TUTUNJIAN ANNOUNCES DRIVE TO BENEFIT ST. JUDE'S RANCH FOR CHILDREN

For Release: Immediately

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(Troy – December 15, 2009) Mayor Harry Tutunjian today announced he is joining an effort to help collect used Christmas and holiday greeting cards to benefit St. Jude's Ranch for Children (SJRC).

"This time of year many people are fortunate enough to be preoccupied with family gatherings and gift giving. However, we cannot forget that there are many more people who won't be celebrating the holidays," said Mayor Tutunjian. "The recycled Christmas card program not only prevents used Christmas cards from heading to landfills but it's a cost-free donation that will help raise funds for a good cause."

For over 40 years, St. Jude's Ranch for Children has rescued abused, abandoned and neglected children of all races and faiths from the vicious cycle of child abuse.

Over 30 years ago, SJRC conceived the idea for turning the previous year's Christmas cards into "new" cards for the coming season. According to their website, the recipients were so delighted with their unique "thank you," they requested the children sell them the special cards and the idea to create the card program was hatched.

"The card program is instrumental in not only an ongoing fundraising capacity but also in its ability to develop our youths business and work environment skills through Kid's Inc. Our kids run the program under the supervision of staff and work right alongside our volunteers making it a valuable learning tool in addition to its monetary contribution," said Sarah Sheehan, Director of Communications for SJRC. "Your generous donations and purchase of our cards directly supports our kids and programs and is incredibly appreciated. We couldn't do it without our donations!"

Children manage the card program in a division called Kid's Inc. where SJRC has created a CEO and CFO of the program helping the children learn valuable basic business skills. The children participate in making the new cards by removing the front and attaching a new back. The result is a beautiful new card made by the children and volunteers. The benefits are two-fold: customers receive "green" holiday cards for use and the children receive payment for their work and learn the benefits and importance of "going green".

SJRC is accepting used, all-occasion cards until February 28, 2010. People wishing to donate cards can send them to:

St. Jude's Ranch for Children  
Recycled Card Program  
100 St. Jude's Street  
Boulder City, NV 89005

Residents can also bring their used Christmas or other occasion greeting cards to the Mayor's Office in the new City Hall, located at 1776 6<sup>th</sup> Avenue. For more information on this program, how to purchase cards, or about the SJRC please visit [stjudesranch.org](http://stjudesranch.org) or call 877-977-SJRC (7572).

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