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**For Immediate Release**

### **Target Share-A-Tree and United Way Bring Holiday Cheer to Local Family**

From December 18-22, Target stores across the country celebrated the season of giving by donating 2,678 decorated holiday trees to local United Ways as part of the Target Share-a-Tree Program. This is the 20<sup>th</sup> consecutive year for this outstanding holiday partnership.

Licking County United Way partnered with Behavioral Healthcare Partners of Central Ohio Inc. to identify and deliver a tree to a local family in need just in time for the Christmas holiday. A single mother and her three young daughters were the delighted recipients of a tree, including all the trimmings from the Target Store in Heath. “The children were peeking out the window as we arrived”, said Ruth Handelman, Marketing Director of Licking County United Way. “As soon as the tree was in place, the kids went to work putting on the trimmings. It was a heartwarming experience for all.”

In addition to the tree, Target donated a \$40 gift card to assist the family with last minute Christmas preparations. “As we brought in the tree, the four year old came down the steps singing O Christmas Tree”, said Tim Gano, VP of Development and Public Relations for Behavioral Healthcare Partners, “They were so appreciative. We knew the right family had been selected.”

As further demonstration of Target’s commitment to partnering with United Way to create opportunities for a better life for all people, Target and its Team Members pledged more than \$14.3 million through their 2010 United Way workplace giving campaign. “We really appreciate Target’s support of our local community in numerous ways, including the recent donation of a Christmas tree and decorations”, said Donna L. Carpenter, Executive Director of Licking County United Way. “These partnerships position United Way to work with local organizations to identify and coordinate assistance for those in need.”

“The holiday season is about sharing with others, especially those in need,” said President of Target Community Relations and Target Foundation; Laysha Ward. “With our partners at United Way, Target is honored to continue the tradition of sharing our holiday trees with families across the country.”

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