

For Immediate Release

**UNITED WAY OF DELAWARE’S “WINTER SLEIGH” TEAMS WITH
HISPANIC COMMUNITY LEADERS TO DISTRIBUTE 4,000 TOYS THIS CHRISTMAS**

Wilmington, DE (December 16, 2019) --- United Way of Delaware’s (UWDE) “Winter Sleigh” initiative is teaming up with leaders from Wilmington’s Hispanic community to distribute more than 4,000 new children’s toys this holiday season. Working with Pastor Josué Figueroa of Casa de Restauración Siloé, whose communicants collected the toys, UWDE’s Winter Sleigh will be making stops around Wilmington’s Hispanic community on December 17th, 18th and 25th, including a Christmas Parade on Christmas Day.

“Not every child in our community will wake up to presents on Christmas morning,” said UWDE President and Chief Executive Officer, Michelle Taylor. “The Winter Sleigh initiative is our way of helping make happy holiday memories for as many children as possible. This year, we are fortunate to have partnered with Casa de Restauración Siloé to really make an impact. With more than 4,000 toys to distribute, Santa might need a few more reindeer!”

Taylor said UWDE’s holiday partnership with Casa de Restauración Siloé is a good example of how UWDE works all year long. “Collaboration with community-based organizations is the heart of our work,” she said. “Whether it’s direct community outreach like the Winter Sleigh program, or strategic planning for long-term change in our community, we encourage others to engage with United Way of Delaware for the benefit of all Delawareans.”

Toys will be distributed as follows:

Event: Ballard’s Reading Buddies Christmas Event (***toys are assigned to specific children***)

Date: December 17th

Time: 10:30am-12:15pm

Location: Southern Elementary School – 795 Cox Neck Rd, New Castle, DE 19720

Event: UWDE Winter Sleigh “Ho-Ho-Ho Merry Christmas” (***toys are assigned to specific children***)

Date: December 18th

Time: 11:00am-4:00pm

Locations: : Keene Elementary School, Hilltop Lutheran Neighborhood, Stubbs Early Learning Center, Latin American Community Center

Event: Christmas Parade (***open to the public***)

Date: December 25th

Time: 10:30 a.m.

Location: Casa de Restauración Siloé – 10 W. Hazeldell Ave., New Castle, DE 19720

Other organizations supporting the Christmas Parade include: Sandalo Centro de Desarrollo Comunitario, Delaware Hispanic Commission, New Creations Barbershop, Station 22 of the Minquadale Fire Company, the New Castle County Police and UWDE's Latinos Unidos affinity group.

About United Way of Delaware

Founded in 1946, United Way of Delaware (UWDE) works to advance the common good by focusing on three key areas: Early Education, College and Career Readiness and Financial Stability. UWDE is engaged in a long-term strategy to eliminate the root causes of Delaware's most pressing social problems in New Castle, Kent, and Sussex counties. UWDE is also responsible for the United Way brand in Salem County, New Jersey. UWDE works collectively with businesses, government, social service agencies, academic groups, community organizations and concerned individuals to establish positive, long-lasting solutions for today and into the future. For more information or to support UWDE, visit www.uwde.org, follow us on Twitter @UnitedWayDE, or on Facebook at <https://www.facebook.com/UnitedWayofDelaware>, or call (302) 573-3717.

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