

DATE TUESDAY 22 DECEMBER 2020

NEWCASTLE PERMANENT COLLECTS THOUSANDS OF PRESENTS FOR LOCAL FAMILIES IN NEED THIS CHRISTMAS

Disadvantaged families across the Central Coast will have presents to unwrap this Christmas day after Newcastle Permanent's Toy Drive for the Salvation Army saw thousands of presents for kids and teenagers donated at branches across the region.

For the 32nd year, Newcastle Permanent has joined with The Salvation Army to collect presents for kids and teenagers, with the goal of making this Christmas enjoyable for a record number of families in need of a helping hand after a challenging year.

"We're calling on our people, their families and the local community to help us collect a record number of donated presents this year to share with The Salvation Army's Christmas Toy Drive Appeal," said Newcastle Permanent CEO Bernadette Inglis.

"We know this partnership makes a real difference to our customers and communities. Over the last three decades we've helped to ensure that thousands of presents were found by children under Christmas trees that may have been bare."

From today through to December 21, all Newcastle Permanent branches across NSW will become collection points for toys and gifts.

"There's a real spirit of generosity among our people and many of them, despite the challenges they've faced themselves in 2020, have already brought in gifts to help The Salvos reach their target of collecting 500,000 donated presents this December," said Ms Inglis.

"So many families in across our communities have felt the impact of the COVID-19 pandemic and we're committed to helping these people through what should be a joyful time for all."

With the need so great this year our local branches across the Central Coast region are encouraging our children to get involved.

"Our Newcastle Permanent Team here in the region are calling our local community to join us in lending a helping hand. Any gift of any value will help and be warmly received. You don't have to give a lot, just whatever you can," said Jessica Burgoyne, Newcastle Permanent's local Regional Manager.

"Presents should be new, unwrapped, unused and can be of any value. We're particularly hoping to make this year special for teenagers in our local area so, in addition to presents for younger kids, gifts like accessories, movie tickets, sports equipment, electrical appliances like hair straighteners and gift vouchers for the likes of eBay, shopping centres, Netflix or department stores will really help."

The Salvation Army's Major David Collinson, NSW Public Relations Secretary said Newcastle Permanent's 32 years of ongoing support was a great support each Christmas season.

"Christmas can be a really difficult time for some families. We have experienced a significant increase in applications for assistance this year and we are so grateful for our ongoing partnership with Newcastle Permanent as this generosity helps inspire others to give also.

"We hope to collect 500,000 gifts this year across the nation and every one of these gifts will find its place in a stocking or underneath a tree on Christmas morning. These generous community donations are motivated by kindness and that's incredibly heartening because that is after-all what the Christmas spirit is all about," said Major Collinson.

A full list of much-needed gifts can be found here on the Newcastle Permanent website at www.newcastlepermanent.com.au/salvos

Media Release

Newcastle Permanent donation collection points will be open until close of business 21 December 2020.

Media Contact: Holly Lambert, 0421 160 565