



**TEMPLE TERRACE
COMMUNICATIONS CENTER
NEWS RELEASE**

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FOR IMMEDIATE RELEASE

POLICE & FIRE SPARK SMILES WITH SINCERELY SANTA

(TEMPLE TERRACE, FL. – 12/4/13) – The Temple Terrace Police Department and Temple Terrace Fire Department will join agencies from throughout Hillsborough County to help cheer up needy children this holiday season through *Sincerely Santa*.

A media kickoff will begin at 8 a.m. on Thursday, Dec. 5, 2013 at King High School, followed by a trip to Robles Elementary School with Santa Claus. At the school, Santa will read a story to pupils and give away lots of books and other gifts. Both the Temple Terrace police and fire departments will be participating.

It's also when Sincerely Santa makes its 2013 debut. Each year, children in Hillsborough County schools (grades K-3) write "A Letter to Santa" describing what they want for Christmas. Teachers and social workers then identify underprivileged "at risk" children, and forward their letters to Sincerely Santa for processing. The idea is to make sure no child goes without a gift during the holidays.

Donations from the public support the program, and a booth at Westfield Brandon Town Center allows shoppers to purchase a gift and drop it off immediately for the program. Shoppers can pick up a child's letter at the booth, and actually shop for those particular gifts. All gifts are collected and sorted, and shortly before Christmas firefighters and police officers deliver the toys to the children.

Since the program began in 1987, Sincerely Santa has provided toys and clothing to more than 100,000 underprivileged children in the Tampa Bay area. The program typically helps more than a dozen Temple Terrace families each year, officials said.

For more information, call Lisa Hall at (813) 841-4605 or Deb Hoffman at (813) 624-5194.

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