

FOR IMMEDIATE RELEASE

Contact: Shelby Beck
540-373-0041 ext. 314
sbeck@rappahannockunitedway.org

Target, United Way Share-A-Tree program gives Christmas to local families

This past Christmas marked the 20 year anniversary of a partnership between Target and United Way to coordinate the distribution of decorated holiday display trees. Locally, Target donated eight trees to Rappahannock United Way (RUW), which would distribute the trees to one of its partner agencies. This year RUW volunteers delivered these trees to women and children served by Rappahannock Council on Domestic Violence (RCDV), a nonprofit organization that provides confidential domestic violence assistance in the Greater Fredericksburg area.

Victims of domestic or family violence, these women and children had fled their homes, leaving many things behind, including homemade Christmas ornaments, festive decorations, and, of course, Christmas trees. According to Daphne, Support Services Coordinator at RCDV, many of these families were experiencing their first year away from domestic violence, either living in new homes with undisclosed locations or in the safety of RCDV's emergency shelter. "They've already had a whirlwind of a year, and," as Daphne put it, "What's Christmas without a tree?"

Target agreed, which is why this year the company donated 2,678 trees to United Ways across the country. "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."

The partnership fully embodies Rappahannock United Way's mission: to improve lives by mobilizing the caring power of our community. Shelby Beck, Volunteer Coordinator at Rappahannock United Way, expressed her gratitude for the relationship: "Rappahannock United Way was grateful to partner with Target to provide trees to those families in need during the holiday season."

Simple acts—like donating Christmas trees—can truly make a difference in the community, and this year, with the help of Target, Rappahannock United Way and its volunteers, and RCDV, those trees were able to improve many families' holidays. "It was amazing; it touched my heart big time," said Daphne. "For a family to have a tree in their home...it made it Christmas."