



NEIGHBORHOOD  
SERVICES  
DEPARTMENT

CITY OF SACRAMENTO  
CALIFORNIA

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**FOR IMMEDIATE RELEASE**

Friday, November 20, 2009

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## **MEDIA RELEASE**

### **“Pay It Forward”: Neighborhood Services Department Delivers Thanksgiving Food Baskets to 24 Needy Families Friday, 10 a.m. – 5 p.m.**

The Neighborhood Services Department will deliver free **Thanksgiving Food Baskets** to twenty-four (24) needy families throughout Sacramento this **Friday, November 20**, from **10 a.m.** and **5 p.m.**

Since 2005, Sacramento’s Mayor and Council Members, along with the Neighborhood Services Department, have been “paying it forward” in the Sacramento community. The “pay it forward” concept teaches that individuals should perform acts of kindness to others. Those who are touched by these acts of kindness are encouraged to “pay it forward” by performing similar acts of kindness to others, thereby ensuring that countless lives will be touched by kindness.

The twenty-four families will each receive a Thanksgiving turkey with all the trimmings, courtesy of the Mayor and Council, City of Sacramento staff members, Sacramento Metro Chamber, Siemens Industry Inc. Building Technology, and First Fridays of Sacramento.

Each food basket will include a wide assortment of non-perishable foods. The foods were collected during a food drive that began on October 14 and concluded on November 18. Over 6,000 canned food items were collected at a variety of locations, including Sacramento City Hall, the Public Safety Building, Communications Center, 300 Richards Blvd., seven community centers, and the Sacramento Convention and Visitors Bureau.

After the Thanksgiving Food Baskets are delivered, the remaining canned food items will be donated to the Salvation Army.

Media inquiries can be forwarded to Vincene Jones, Director, Neighborhood Services Department, at (916) 801-1827.

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