



ABC15'S "OPERATION SANTA CLAUS" KICKS-OFF NOV. 18

ABC15 viewers can feed a family, make a kid happy and earn a chance to win a new vehicle!

For Immediate Release

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PHOENIX - "Operation Santa Claus" has been helping families in need enjoy the holidays for 21 years! The annual charity drive will kick-off Nov. 18 on ABC15. Donors will be entered into a weekly drawing to be one of 15 finalists to win a new vehicle.

"Operation Santa Claus" is an Arizona tradition. It's a partnership between ABC15 and Sanderson Ford to collect food, toys, clothes and monetary donations for Arizona charities.

This year's charities are:

- St. Mary's Food Bank Alliance
- Special Olympics Arizona
- Southwest Autism Research and Resource Center (SARRC)
- Military Assistance Mission (MAM)
- Chicanos Por La Causa (CPLC)

Operation Santa Claus runs through Dec. 20. The vehicle give-away will be live during ABC15's Sonoran Living at 9 a.m., Dec. 22.

Donation drop-off locations:

- Sanderson Ford – 6400 North 51st Ave. in Glendale
- Sanderson Lincoln – 2121 West Bell Rd. in Phoenix
- Sanderson Lincoln Boutique – 15345 North Scottsdale Road
- All of The UPS Store locations across the Valley
- Authorized Operation Santa Claus events listed at givetotheclaus.com

Online donations also can be made throughout the campaign at givetotheclaus.com.

Donors who contribute \$5 or more will be entered to win a new vehicle. Sanderson Ford and Lincoln will randomly select one donor to win the choice of a new Ford F150 truck or Lincoln Corsair luxury CUV. Fifteen finalists will also receive a \$100 Visa gift card.

ABC15 and Sanderson Ford, Lincoln and Lincoln Boutique are partnering with The UPS Store locations, iHeartMedia, Bonneville Media, Hubbard Radio and Entercom Radio for this year's drive.

ABC15 and Valley radio stations will give people a festive opportunity to get involved, by hosting a Claus-A-Thon on Dec. 1. Throughout the day, ABC15 will promote the need for donations on all its platforms. ABC15 will also have a donation phone bank from 6 a.m. to 7 p.m.

“21 years of Operation Santa Claus is incredible! I’m so proud of our employees, partners and our community for working together and building Operation Santa Claus bigger and better every year, ” said David Kimmerle, president of Sanderson Ford and Sanderson Lincoln. “This year, the need is even greater. Thousands of families throughout the Valley are counting on us. I really believe the community can and will come together to raise the bar one more time.”

“Operation Santa Claus has been bringing joy to Arizona families for 21 years! Now more than ever we want to give everyone a chance to enjoy this special time of year,” said Anita Helt, vice-president and general manager at ABC15. “ABC15 is proud to be part of a community project that consistently takes action to help our neighbors in need. We could not do this without our partners and viewers who generously dig deep every year and give.”

For more information go to givetotheclaus.com.

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About Sanderson Ford

Founded in 1955, Sanderson Ford is a family owned and operated Ford dealership located at 6400 N. 51st Avenue in Glendale, Ariz. The dealership represents one of the largest Ford dealerships in the country and boasts the largest new and used car inventory in the state. As “the dealership that service built,” Sanderson Ford prides itself in providing excellent customer service and giving back to the community it serves. Its annual Operation Santa Claus drive has netted millions of dollars for local charities for more than a decade. For more information, visit sandersonford.com.