



## **PRESS RELEASE**

### **Christmas comes to 50,000 disadvantaged Capital children, thanks to Help a London Child**

50,000 disadvantaged children living in the capital will enjoy a happier Christmas this year as Capital Radio charity Help a London Child (HALC) distributes and delivers over £500,000 worth of food and toys between now and Christmas Eve.

HALC's annual Christmas Appeal aims to help vulnerable adults and children through the festive season by ensuring that as many disadvantaged children as possible have a festive meal and a present to open this Christmas.

Distribution has begun and runs right up until Christmas Eve. Storage, distribution and delivery of the Christmas 'parcels' takes place from a warehouse in Bermondsey with the help of volunteers from Capital Radio and DisneyHand, the charitable arm of The Walt Disney Company and the main sponsor of the appeal.

With over one third of all children living in the capital officially classified as living in poverty and one in two 'officially poor' children in inner London, the HALC Christmas Appeal plays a vital supporting role in the community. Capital Radio and Capital Disney listeners are encouraged to donate money to the Christmas Appeal which is then used to purchase items to complement the bulk donations of food and toys that HALC receives.

In 30 years of fundraising, HALC has distributed around £17 million in grants to 8500 beneficiaries concerned with tackling child poverty, abuse, neglect, disability and ill-health in the capital. From an initial £8,000 raised in 1975, the charity gave out 524 grants last year, at an average grant of nearly £1,400.

DisneyHand is the headline sponsor for the HALC Christmas Appeal for the third year running. In 2003, over 100 Disney VoluntEARS gave their time and support in the HALC Christmas warehouse every afternoon during the first two weeks of December.

DisneyHand also supports the Help a London Child Christmas Appeal in a variety of other ways, including the donation of products such as toys, videos and books.

To make a donation to the HALC Christmas Appeal, please send cheques to: Help a London Child, 30 Leicester Square, London WC2H 7LA, or donate online at [www.capitalfm/halc](http://www.capitalfm/halc).

**Ends.**

#### **Editors' Notes:**

##### **DisneyHand and Disney VoluntEARS**

DisneyHand is the worldwide outreach programme for The Walt Disney Company, and is dedicated to making the dreams of families and children a reality through public service initiatives, community outreach and volunteerism in the areas of compassion, learning, the arts and the environment.

Disney VoluntEARS is an international, company-wide employee initiative managed by DisneyHand. Disney VoluntEARS develops opportunities for Disney employees to contribute their time, expertise and effort to make a positive impact on the community. In its 11 year history, more than 2.5 million volunteer hours for local community projects have been logged. Disney VoluntEARS serve more than 200 cities and 24 countries on six continents.

The Disney VoluntEARS programme began in the UK in 1999 and employees have participated across the country; from Disney Store cast members in Cardiff and Bristol walking for Cancer Research UK, to the corporate offices in London tutoring reading to children at local Primary Schools. In all, over 10,000 hours have been contributed by its UK employees.

For more information on Disney's corporate public service efforts, please visit its Web site at [www.DisneyHand.co.uk](http://www.DisneyHand.co.uk).

**About Capital Disney**

Capital Disney is a part of a strategic partnership between Capital Radio PLC and The Walt Disney Company Ltd. The UK's only commercial radio station dedicated to children aged 8-14, the digital station was launched in October 2002, and signalled Disney's entry into the European radio market.

Help a London Child  
30 Leicester Square  
London WC2H 7LA  
Tel: 020 7766 6000  
[www.capitalfm.com/halc](http://www.capitalfm.com/halc)

Registered Charity No. 1091657

For further press information, please contact:

John Levick, Johnny Dobbyn

Facta

25 Floral Street  
London WC2E 9DS  
Tel: 020 7031 8290  
Fax: 020 7031 8293  
e: [halc@facta.co.uk](mailto:halc@facta.co.uk)

**December 2004**