

Christian Children's Fund

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Chickens and Goats Are Flying Off the Shelves at CCF

Richmond, Va. – December 4, 2008 – The Nintendo Wii and the latest iPhone have nothing on the chickens and goats that are topping holiday lists at Christian Children's Fund.

Chickens and goats top the list as the most purchased items from Christian Children's Fund 2008 Gifts of Love and Hope catalog.

"More than 1,200 chickens and goats have already been ordered from our gift catalog this season," said Mike Pressendo, CCF's vice president of marketing and strategic resources.

The catalog includes more than 100 different items that range in price from \$6 to several thousand dollars to suit any budget for holiday gift giving. "What makes our gift catalog unique is that every gift selected from the more than 100 items offered are the actual gifts delivered by our staff to children and families living in poverty worldwide," said Pressendo.

The gifts, which were carefully selected for the 2008 catalog, offer a wide range of options to shoppers. Farm animals are most popular because they provide milk and food while also generating incomes to families in need. Other choices include lifesaving medicines, medical supplies and equipment for community health centers that will help protect children from deadly diseases. Gifts of a well, treadle pump or water tank will provide clean water to children and families.

Purchasing seeds and garden tools or fruit trees will provide vital nourishment and generate income for families and entire communities. Educational items – school desks and chairs, blackboards, textbooks, backpacks and school uniforms – will help children and youth break the cycle of poverty where they live.

A special section is included for Children Helping Children with gifts that fit smaller budgets. Items range in price from \$6 to \$25.

With each gift ordered from the catalog, CCF will send a gift card to recipients acknowledging the giver's generosity in their honor.



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Christian Children's Fund (CCF) is a global force for children, helping the world's deprived, excluded and vulnerable survive and thrive in order to reach their full potential. Serving children since 1938, CCF works in 32 countries and assists approximately 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance.

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“CCF has had 70 years of connecting generous hearts from the United States with children and families in need around the world. What better way to give gifts this season that not only provide food, education and healthy environments for children and families, but also offers them the chance to generate incomes for themselves and their communities.” said Pressendo.

Call CCF toll free at 1-800-776-6767 Monday through Friday from 9:30 a.m. to 7 p.m. to place an order, or to request a catalog. In addition, the gifts can be ordered online at www.ChristianChildrensFund.org/Gifts.

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