



## **MEDIA RELEASE**

**Monday 20<sup>th</sup> December, 2021**

### **Swan Hill embraces the spirit of Christmas**

Ray White Swan Hill has once again used its Little Ray of Giving initiative to help Mallee Family Care ensure the children they support in the Swan Hill region receive something special on Christmas morning.

Due to COVID-19 and the successive lockdowns, Mallee Family Care has seen an increase in the number of families needing assistance in 2021, meaning there's more children than ever before, to support through the Christmas Appeal. However, the Agency says that thanks to the incredible generosity of the community, no child connected to Mallee Family Care's services, will miss out.

Chief Executive Officer, Ms. Teresa Jayet, says the Appeal is a great reminder of the values that have always underpinned Mallee communities.

"This region has long been known for a 'support your own' mentality – communities coming together to help others in need – and every year our Christmas Toy Appeal demonstrates this."

As 2020 drew to close, Ms. Jayet reflected on the impacts of COVID-19 across northwest Victoria, not anticipating that 2021 would deliver more of the same. But as the year unfolded, the rolling lockdowns once again drove people to seek assistance from Mallee Family Care, and increasingly, the Organisation has seen people who've never required support before.

"The last two years have been a stark reminder that anyone can face difficulties and the community is showing a genuine willingness to be part of solutions and to support those in need."

Ray White Swan Hill has been supporting Mallee Family Care for a number of years but there is no doubt that this year, people have got behind the cause in numbers not previously seen.

"Our staff has been overwhelmed by the sheer volume of gifts the Ray White team have been delivering to our office and they've been incredibly moved by the Christmas spirit of giving that they've witnessed first-hand."

Along with gifts that have been delivered through the Little Ray of Giving, Ms. Jayet says the Organisation has also received donations directly from members of the community.

"We have received donations from people of all ages; they simply want to make a difference by ensuring Christmas is a little brighter for a child living in this region."

The people of Swan Hill have a proud history of looking after their own and it would seem that this Christmas, in response to COVID-19, they have taken it to a whole new level.

**ENDS**



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