



Press Release

FOR IMMEDIATE RELEASE

Final Week to Make a Difference – Support Our "Halfway to the Holidays" Gift Card Campaign!

West Jordan, Utah, July 29, 2024 –South Valley Services is thrilled to announce the final week of our "Halfway to the Holidays" gift card campaign. We extend our heartfelt gratitude for the overwhelming generosity and support received thus far, which has made a real, tangible difference in the lives of domestic violence survivors.

Launched on July 8, this campaign is dedicated to raising donations through gift cards to provide critical support to those in need. Gift cards offer a flexible solution, enabling survivors to access essential items and services that shelters may not be able to supply directly. These include prescriptions, transportation, clothing for job interviews, and other personal necessities.

A powerful testament to the impact of your contributions is illustrated in the story of one of our clients:

“One of our clients, an immigrant, and a trafficking survivor, faced significant challenges since he was not a US citizen and unable to get Medicaid. He urgently needed an eye exam, contact lenses, and medication. Thanks to gift cards from Pathways, we were able to fund his eye exam, contacts, and prescriptions locally in Tooele.”

Through the "Halfway to the Holidays" campaign, we aim to collect a variety of gift cards that can be used for:

- **Prescriptions:** Helping survivors access medications they might otherwise struggle to afford.
- **Transportation:** Providing bus passes, gas cards, or rideshare credits to ensure survivors can travel to work, appointments, or job interviews.
- **Personal Items:** Enabling survivors to purchase necessary hygiene products and personal items.
- **Groceries:** Offering grocery store gift cards to help survivors feed themselves and their families.

We invite everyone to join us in this final week of our campaign. Every contribution, no matter the size, can make a significant difference in the lives of those affected by domestic violence.

To participate, please visit our [Gift Card Wishlist](#) or contact our Volunteer and Donations Coordinator at 801-834-4105 or volunteer@svsutah.org. Together, we can provide much-needed support to survivors and help them rebuild their lives.

For further information or media inquiries, please contact:

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South Valley Services (SVS) is a 501(c)(3) non-profit organization that has served the local community since 1998. South Valley Services is a survivor-centered organization where individuals impacted by domestic abuse and sexual violence can realize their own strength, courage, and resilience while on their path to an empowered future. For more information, please visit our website at www.svsutah.org.

The image is a collage of promotional materials for the 'Halfway to the Holidays' gift card campaign. On the left, there is a graphic of a gift card with a purple ribbon and the text 'gift cards'. Below it is a blue background with a palm tree, snowflakes, and the campaign logo 'HALFWAY TO THE holidays GIFT CARD CAMPAIGN' with a 'DONATE' button. In the center, a photograph shows a pharmacist in a white coat talking to a customer in a pharmacy. To the right, there is a graphic of a gift card with a green ribbon and the campaign logo. Below these are two testimonial boxes. The first testimonial, titled 'testimonial', quotes a staff member: "Recently, I have had several clients stating they are diabetic and their abuser wouldn't allow them to take their medications. We have been able to give them a gift card to Smith's to help pay for the medication." The second testimonial, also titled 'testimonial', quotes another staff member: "Gift cards have been a lifeline for our clients, helping them secure vital documents like out-of-state birth certificates and Utah driver's licenses. While we currently offer vouchers for State IDs and Birth Certificates, we recently assisted a family of five by covering the cost of the son's out-of-state birth certificate. This crucial support removed the final barrier, making them eligible for our housing funding." Both testimonials are attributed to '- SVS Staff'.