

MEDIA ADVISORY

Contacts: Michael Levey, Zer0 to 5ive, xxx-xxx-xxxx, michael@0to5.com
Jane Trotter, Volunteer Center of the Lehigh Valley, xxx-xxx-xxxx

10th Annual Lehigh Valley 'Holiday Hope Chest' Project Received Generous Donation From Local Company's Employees

Despite the tough economy, Company X employees double holiday donations to the Volunteer Center of the Lehigh Valley

– Interview and Photo Opportunities Available –

WHO: Volunteer Center of the Lehigh Valley, Company X

WHAT: In its third year of participation, Company X's employees are increasing their donation of Holiday Hope Chests to a record quantity of 300 – that translates to more than one donated Chest per employee. The chests are made possible by the personal donations of Company X's employees who generously gave their personal time and effort to the project which included purchasing toys, securing empty shoe boxes and gift wrapping each individual package. Company X employees plan to drive a truckload of shoeboxes filled with toys to the Volunteer Center's Bethlehem-based facility on Wednesday, December 2nd. Interview and photo opportunities will be available.

This year marks the 10th year for Holiday Hope Chests, a national project adopted by the Volunteer Center of the Lehigh Valley, Enterprise Rent-A-Car and UGI to help less fortunate children living in the Lehigh Valley. Collected Chests (shoeboxes) will be distributed in the Lehigh Valley through agencies serving children throughout the holiday season. This is a great project for large and small business groups, clubs, classes, families, and individuals.

Company X develops, manufactures and markets oral fluid specimen collection devices – including OraQuick *ADVANCE*® Rapid HIV-1/2 Antibody Test, the first and only rapid oral fluid HIV Test that provides in less than 20 minutes. Company X is one of Pennsylvania's most well-known companies – headquartered on the grounds of the former Bethlehem Steel site – and is proud to call the Lehigh Valley its home.

WHEN: Wednesday, December 2, 2009 at 1pm (video, photo and interview opportunities)

WHERE: 2121 City Line Road, Bethlehem PA 18017

WHY: A high percentage of children live in poverty in the Lehigh Valley:

- According to the United Way of the Lehigh Valley, 1/3 or 33% of Lehigh Valley children live in low-income households (family of 4) of \$40,000 or less.