



## **FOR IMMEDIATE RELEASE**

### **For more information:**

Courtney Capes  
Manager, Marketing & Communications  
(262) 547-8459 ext. 114  
courtney@unitedwaywaukesha.org

## **TARGET SHARE-A-TREE AND UNITED WAY BRING HOLIDAY CHEER TO FAMILIES IN NEED FOR 20 CONSECUTIVE YEARS**

**Waukesha, WI** – From December 18-22, Target stores across the country celebrated the season of giving by donating nearly 2,700 decorated holiday trees to United Ways as part of the Target Share-a-Tree Program.

United Way staff and volunteers are distributing the decorated trees—worth an estimated \$500,000—to families in need and partners such as shelters, community centers and childcare programs. Four Target stores located in Waukesha County participated in the 2010 Share-a-Tree Program. This is the 20th consecutive year for this outstanding holiday partnership.

“A single act of kindness is an important step in any effort to improve lives and strengthen and support your community. The Target Share-a-Tree program does just that,” said United Way President and CEO Brian Gallagher. “For 20 years now, United Way has been proud to partner with Target to give lift to this very special program and bring holiday cheer to families everywhere.”

As further demonstration of Target’s commitment to partnering with United Way to create opportunities for a better life for all people, Target and its Team Members pledged more than \$14.3 million through their 2010 United Way workplace giving campaign.

“The holiday season is about sharing with others, especially those in need,” said President of Target Community Relations and Target Foundation Laysha Ward. “With our partners at United Way, Target is honored to continue the tradition of sharing our holiday trees with families across the country.”

###

### **About United Way**

United Way is a worldwide network in 40 countries and territories, including nearly 1,300 local organizations in the U.S. Waukesha County’s local United Way is a community-based non profit that identifies and addresses local health and human service needs by raising resources necessary to positively impact lives and conditions. Through

-more-



its partnership with 33 local non-profit organizations, United Way in Waukesha County serves nearly 70,000 individuals throughout Waukesha County each year. United Way-funded programs and initiatives assist Waukesha County residents with the following issues: cancer support, disaster relief, domestic violence, financial stability, homelessness, hunger and more. For more information, visit *UnitedWayWaukesha.org*.

### **About Target**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.