

## **News Release**

## Canadians can keep blessing hurting children through Operation Christmas Child

Pack shoeboxes online, any time of day or night, at PackaBox.ca

**Nov. 19, 2018 –** National Collection Week for Samaritan's Purse's Operation Christmas Child program has come and gone, but there's still an exciting option available for Canadians who want to pack gift-filled shoeboxes for hurting children in developing nations. They can do it online at <a href="PackaBox.ca">PackaBox.ca</a>.

People who choose the online method can decide whether they want their boxes to go to boys or girls. Next, they can choose the age range: 2-4, 5-9, or 10-14. Based on those choices, a grouping of age- and gender-appropriate gift items will be packed into each box. The donor can also choose among a menu of other items, and further personalize their boxes by uploading a photo and note for each box.

"We hear from the children and their families who receive the shoeboxes how meaningful the photo and personal message are," said Fred Weiss, executive director of Samaritan's Purse Canada, of which Operation Christmas Child is a key annual project.

"Many people have told us how the photos, messages, and the gifts brought them hope and reminded them they were not forgotten—that someone is thinking about them and praying for them."

Canadians went online to fill almost 9,000 shoeboxes with gifts via <a href="PackaBox.ca">PackaBox.ca</a> in the 2017 shoebox season—which totaled over 615,000 shoeboxes, including those packed the traditional way. Each box was an opportunity to let children in the developing world know they are loved and valued.

## **News Media Questions**

What are the most popular items in shoeboxes? How do shoeboxes travel from Canadian processing centers to children in the developing world? Which countries receive Canadian shoeboxes? When are shoeboxes distributed—all at Christmas? What happens after Canadians pack shoeboxes online? For answers to these questions and more, from a national Operation Christmas Child representative or a representative in your region, please contact:

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## **About Samaritan's Purse Canada**

Samaritan's Purse is a Christian organization that takes its name from Jesus Christ's biblical story of the Good Samaritan. Like that Good Samaritan, who found a beaten man and helped restore him, we aid victims of war, disease, disaster, poverty, famine, and persecution. Our other initiatives include providing safe water, literacy skills, vocational training and more for people in the developing world. Learn more at SamaritansPurse.ca.