



**MEDIA ADVISORY
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December 17, 2015**

ANNUAL HOLIDAY GIFT DRIVE FOR CHILDREN

*Hosted by David's Financial Corp.
in partnership with
the Salvation Army and FSCNY*

DATE:
Saturday, December 19th, 2015
10:30 am to 1:00 pm

LOCATION:
Salvation Army Bronx Citadel
425 E. 159th Street, bet. Melrose and Elton Avenues
Bronx, NY 10451

For the 8th consecutive year, **David's Financial**, a leading check cashing and financial service provider in NYC, will host its annual **Holiday Gift Drive for Children**, in partnership with the **Salvation Army** and the **Financial Service Centers of New York (FSCNY)**.

More than 500 children from 200 local families in the South Bronx, will receive gifts following a registration period for low-income families whose children were unlikely to receive Holiday presents this year. The gifts are sponsored by David's Financial and its staff.

"This is one of our favorite Holiday traditions", says **Orlando Olivares**, Compliance Officer at David's Financial, and founder of the Annual Holiday Gift Drive initiative. "It is remarkable to see the joy in these children's faces, and the families who otherwise, might go through the Holiday season without gifts", he added.

The Annual Holiday Gift Drive is part of David's community outreach initiatives, which also include annual scholarships, Holiday raffle and financial literacy

programs. More than 250 students have received scholarships, while more than 2,500 students in 18 public schools in Manhattan, Brooklyn and The Bronx, have participated in the financial literacy program.

"It is still a tough economy around the nation, and some families are having trouble with the resources to celebrate the Holidays", said **Captain Elías Goiz**, Director of the Salvation Army Bronx Citadel. "It is an honor to join forces with David's Financial, a member of FSCNY, to bring a bit of joy to children and families who so need it this Holiday season".

Press is invited to attend the Holiday gift distribution.

WHO:

Orlando Olivares, David's Financial, Founder of the Annual Holiday Gift Drive
Captain Elías Goiz, Director, Salvation Army Bronx Citadel
500 Children / 200 Families

About David's Financial Corp.:

Since 1957, David's Financial Corp. has helped millions of customers from all walks of life achieve access to cash, bill payment, money order, and other critical financial services. Through our network of 24 friendly neighborhood stores located in the Bronx, Harlem, Brooklyn, Queens and Rockland Country, we serve both individuals and businesses by providing them with liquidity, convenient locations and hours, access to basic financial products and personal service. Learn more at www.davidsfinancial.com.

About FSCNY:

Financial Service Centers of New York is the industry's leading voice on legislative, regulatory, and business issues and the leading advocate for the rights of consumers to access basic financial services in New York. The New York check cashing industry consists of approximately 560 check cashing locations, which employ nearly 4,000 New York residents. The industry cashes nearly 20 million checks annually with a face value of nearly \$11 billion. New York's check cashing fee cap of 2.01% is among the lowest in the nation. Learn more at www.fscny.org.

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