

Salvaging the holiday season for kids

By Daily Press staff

COLORADO AVE. — Local children on Tuesday got a jump start on their holiday shopping, compliments of Sears and a host of service organizations.

Not only did the 75 kids beat the rush, they beat the crowds — free to wander both floors of Sears on Colorado Avenue and Fourth Street before the store opened its doors to the public. The children, also treated to an early visit from

Santa Claus, perused the aisles with the holiday sounds of the Santa Monica High School Madrigal singers in the background.

The Salvation Army Santa Monica Corps Community Center sponsored the holiday shopping spree for 75 pre-selected needy children.

Each child received \$100 to spend on new clothes. Volunteers from the Community Center's Advisory Board, service clubs,

businesses and nearby schools assisted the children as they made their selections.

John Ortiz, a McKinley Elementary School student, snagged some sweatshirts, pants and shoes alongside volunteer Amy Roggs, a freshman at Pepperdine. David Allweiss, also a student at Pepperdine, had a more challenging task with Cruz Ayala, a little girl who had as much trouble deciding how old she was as she did staying within her \$100 budget.



Carolyn Sackariason/Daily Press
Pepperdine student David Allweiss helps Cruz Ayala select something special during a recent holiday shopping spree.