



NEWS RELEASE

River Valley Food 4 Kids Announces Holiday Helper 2025 Supporting Local Children

FOR IMMEDIATE RELEASE

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Russellville, AR – November 17, 2025 – River Valley Food 4 Kids announces the return of its annual **Holiday Helper** event—an uplifting community tradition that ensures children across the River Valley have nutritious food and holiday cheer during the two-week winter school break.

Holiday Helper will be held on **Friday, December 19, from 4–8 PM** and on **Saturday, December 20, from 10 AM–2 PM** at the **River Valley Food 4 Kids Warehouse, 3001 East H Street in Russellville**. With strong community support, additional **satellite pickups** may be added in **Danville, Hector, and Clarksville**.

This year's event will be more festive than ever. The warehouse will be transformed into a cheerful holiday space filled with decorations, twinkling lights, and family-friendly warmth.

Russellville First United Methodist Church will provide **free hot chocolate** for families, and children can enjoy **pictures with Santa on Saturday**, generously offered by local photographer **Spencer Peters** at no cost.

“The holidays should be a time of joy, not worry,” said **Leslie Walton, RVF4K Executive Director**. “Holiday Helper is where our community comes together to make sure every child has enough on their plate during the holiday season. That’s the River Valley way.”

Holiday Helper provides **two weeks of nutritious meals, snacks, and family food boxes** for children ages 2–18, filling the gap left by school cafeterias closed for winter break. Families may register online or onsite during the event with a parent or guardian photo ID and one form of identification for each child.

How to Sponsor or Donate

River Valley Food 4 Kids invites local businesses, organizations, and individuals to help **Wrap Up Joy** for hundreds of local kids this holiday season.

For just **\$15**, you can feed one child for the entire holiday break.

Sponsorship Levels:

- \$150 – Cheer Sponsor: Feeds 10 kids, includes social media recognition
- \$300 – Joy Sponsor: Feeds 20 kids, includes event signage and sponsor spotlight post
- \$750 – Hope Sponsor: Feeds 50 kids, includes press release and website recognition

- \$1,500 – Miracle Sponsor: Feeds 100 kids, includes premium logo placement and event feature

Sponsors will be recognized on **social media, event materials, and press coverage**, with top sponsors highlighted as **Holiday Heroes** for their generosity. Businesses may also host **food drives** or **round-up fundraisers** to help feed even more kids.

Join the Effort

Community members are encouraged to **donate, sponsor, or volunteer**. Every gift stays local and helps make sure no child in the River Valley goes hungry this holiday season.

To get involved or become a sponsor, contact **Leslie Walton** at rivervalleyfood4kids@gmail.com or visit rivervalleyfood4kids.org.



About River Valley Food 4 Kids

River Valley Food 4 Kids is a 501(c)(3) nonprofit organization dedicated to fighting childhood hunger in the Arkansas River Valley. The organization provides supplemental nutrition to children through its **School Backpack, Summer, Pantry, and Holiday Helper** programs, serving kids ages 2–18 across Pope and surrounding counties. For more information, visit rivervalleyfood4kids.org

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