

Shoe Box Time

It's August 30, and summer is winding down quickly. But for Life Care Centers of America, it's time to begin thinking about Christmas. More specifically, Operation Christmas Child is getting under way, and it is stimulating to consider the opportunities that lie before us -- opportunities to:

- Bring some love and hope to the life of a child who is struggling to survive in the midst of war, poverty and/or famine.
- Reap the blessing that comes to those who give to help others in the name of Christ.
- Involve our residents in a project that generates a new sense of self-worth in the knowledge that they are positively impacting children they don't even know.
- Declare in a fresh way that the mission of Life Care is directed toward enriching the lives of people -- its residents first, family members, associates, community members and a larger brotherhood called the family of man.
- Establish positive public relations for each facility during the holiday season when news media are looking for stories that symbolize what Thanksgiving and Christmas are truly all about.

Life Care became a national sponsor in 1995. That year, thanks to the generosity of churches, schools, civic clubs, businesses and families, we collected 19,483 shoe boxes. To show how the program has grown, company-wide, Life Care produced 217,363 shoe boxes in 2003. Our goal this year is 300,000. If every facility can find ways to do just a little more, we can easily reach that milestone.

Each center should have received materials to promote the program by now. If not, call Kelly Wilcoxon at (423) 473-5532. To order brochures, videos or posters, call Samaritan's Purse at 1-800-353-5949.

--Beecher Hunter