



12/17/13

## Holiday Parade, Block Party Kick Off Effort to Help Underprivileged Children

To any and all interested parties:

A new collaborative effort aimed at helping underprivileged children kicks off with a holiday parade and block party Thursday for the families of Sierra Oeste near Lake Mead and Jones boulevards.

In one of the most crime-filled neighborhoods in Las Vegas, officers from the Las Vegas Metropolitan Police Department's Northwest Area Command (NWAC) and representatives of the group, Hometown Heroes, have created Hometown Heroes United to improve living conditions and reduce crime.

The holiday parade begins at **3:30 p.m. Thursday, Dec. 19** at Wing and Lilly Fong Elementary School at 2200 James Bilbray Drive. The event will include Santa Claus, police vehicles, police horses, a Viking ship, a LV Fire truck and paramedics. The parade ends at 6205 Bellota Dr. in Sierra Oeste, where the block party will continue until about 5 p.m. There will be food, gifts, games and a drawing contest for the children. City of Las Vegas Councilman Ricki Barlow will also be in attendance.

"Our goal is to work closely with the community to ensure everyone is safe at all times and that all children be given the opportunity for a bright, prosperous future," said Capt. Christopher Tomaino of the NWAC. "We hope that our initiative and efforts in Sierra Oeste will ignite a street-by-street movement to improve other struggling neighborhoods."

For the holiday parade and block party, Hometown Heroes United has partnered with the South Point Hotel & Casino, Never Give Up Foundation, Liberty Baptist Church, Big Brothers Big Sisters and the Vegas Viking Lodge of the Sons of Norway.

"When combining our efforts in the community there are no obstacles we cannot overcome," said Christian Schoyen, project director of Hometown Heroes United. "The Sierra Oeste project is made possible due to the collaborative efforts of community leaders and organizations that partnered up because they believe in our city and the importance of helping these children, who, through no fault of their own, live in poverty."

Hometown Heroes United consists of LVMPD (NWAC), Julie Murray (founder of Moonridge Group and Three Square), Fred Schultz (founder of Positively Kids), Gina Greisen (founder of Nevada Voters for Animals), Barbara Kenig (Founder of the E- Bunny) and Project Director Christian Schoyen (host of Hometown Heroes and behind the initiative, "A Second Life – Fighting Child Poverty in Las Vegas.")

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This letter is meant to inform any interested parties as to the details of this community outreach project.

Sincerely,

Captain Christopher Tomaino

