

PRESS ADVISORY

10th ANNUAL SANTA CLAUS MEET & GREET

**HOSTED BY DAVID'S FINANCIAL CORP.
IN PARTNERSHIP WITH
THE SALVATION ARMY**

DATE:

**Saturday, December 16th, 2017
11:00 am to 1:00 pm**

LOCATION:

**Salvation Army Bronx Citadel
[425 E. 159th Street](#), bet. Melrose and Elton Avenues
Bronx, NY 10451**

David's Financial Corp., a leading licensed check cashing and financial services provider in NYC, member of the **Financial Service Centers of New York (FSCNY)** – the trade organization that represents the check cashing industry across the State – has partnered with the **Salvation Army** to host its "10th Annual Santa Claus Meet & Greet" for local children and families in the South Bronx. Over 100* children will get the opportunity to meet Santa up close and pose for photos.

The event is part of the David's Financial Annual Holiday Gift Drive Program, which is part of the licensed check casher's community outreach initiatives. The program also includes annual scholarships, holiday raffle and financial literacy programs.

Press is invited to cover the Santa Claus Meet & Greet.

- * Children who participated in an open registration period will also present Santa with their wish lists. Wish list registration is already closed.

WHO:

Orlando Olivares, David's Financial, Founder of the Annual Holiday Gift Drive
Captain Elías Goiz, Director, Salvation Army's Bronx Citadel
Elected Officials - TBA
100+ Children / 50+ Families

About David's Financial Corp.:

As a licensed check casher*, 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 since 1957. Through a network of 24 friendly neighborhood stores located in the Bronx, Harlem, Brooklyn, Queens and Rockland County, David's Financial 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.

*Licensed by the Superintendent of Financial Services pursuant to Article 9-A of the Banking Law.

About FSCNY (Financial Service Centers of New York):

The 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 520 check cashing locations, which employ nearly 4,000 New York residents. Nearly 80% of employees are African American and Latino. The industry is composed largely of small businesses that are located in the working class neighborhoods that have historically underserved by financial institutions. The industry cashes nearly 20 million checks annually with a face value of nearly \$11 billion. For more information about FSCNY, visit www.fscny.org.

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