



**MEDIA ADVISORY
FOR DISTRIBUTION: IMMEDIATE
December 15, 2016**

SANTA CLAUS MEET & GREET

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

**DATE:
Saturday, December 17th, 2016
10:00 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, a leading check cashing and financial service provider in NYC, has partnered with the **Salvation Army** and the **Association of Financial Service Centers of New York** (FSCNY), to host a "Santa Claus Meet & Greet" for local children and families in the South Bronx. Approximately 200 children* will get the opportunity to meet Santa up close, pose for photos, and deliver their Holiday wish list.

The event is part of David's Financial 9th Annual Holiday Gift Drive Program, also held in partnership with the Salvation Army and FSCNY. The program is part of David's community outreach initiatives, which also include annual scholarships, Holiday raffle and financial literacy programs.

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

* Children participating in this program registered during an open registration period. 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

200 Children / 100 Families

About David's Financial Corp.:

Since 1957, 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. Through our network of 24 friendly neighborhood stores located in the Bronx, Harlem, Brooklyn, Queens and Rockland Country, we 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.

About FSCNY:

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 530 check cashing locations, which employ nearly 4,000 New York residents. The industry cashes nearly 20 million checks annually with a face value of nearly \$11 billion. New York's check cashing fee cap of 2.01% is among the lowest in the nation. Learn more at www.fscny.org.

###