

Christmas Cheer hopes donations roll in

Christmas Cheer was started decades ago in South Lake Tahoe to provide a merry Christmas for the less fortunate on the South Shore. It has evolved into a year-round food distribution center for people who are referred to the nonprofit from one of the social service agencies in the area.



Christmas
Cheer provides
food and
clothing to
those in need.

However, Christmas is still one of its major events.

Food for a festive holiday and toys for children are part of the mix.

Regular clients of Christmas Cheer and anyone who is signed up by Dec. 3 can partake in the special holiday give-away.

Food will be distributed Dec. 22-23 from 9am-4pm at Christmas Cheer, 285 Eloise Ave., South Lake Tahoe. Toys will be handed out Dec. 21-22 at the American Legion Building, 2478 Highway 50, South Lake Tahoe.

Christmas Cheer accepts donations year-round. With the number of people needing assistance going up and the donations going

down, Christmas Cheer has had to cutback its operation from four days a week to two.

To donate, call (530) 542.4934. Goods can be brought by when its open – Tuesdays and Thursdays from 10am-2pm. Christmas Cheer is located at 2085 Eloise Ave., South Lake Tahoe.

To learn more about Christmas Cheer, listen to KTHO FM-96.1/AM-590 (www.kthoradio.com) at 6 tonight.