



November 12, 2020

Secret Santa launches its 37th Annual Secret Santa campaign on Friday, November 13th.

A Saskatoon tradition since 1983, The Secret Santa Foundation launches its annual campaign on-line and through the media on November 13th.

Secret Santa was founded by the late radio personality Denny Carr, who wanted to ensure that all of Saskatoon's children would receive a new toy at Christmas. Thirty-seven years later, over 100,000 children and 50,000 families have been assisted by the Foundation which was established after Denny's passing in 1999.

This year's campaign has moved completely on-line, accepting cash donations to fulfill our commitment to 800 families in our community. We will be funding the purchase of gift cards for groceries through our Presenting Sponsor, Saskatoon Co-op. To ensure the health and safety of our valued volunteers, we will be unable to accept toy donations but are grateful to be able to partner with the Salvation Army in order to achieve our food and toy distribution goals.

Even during these difficult times, Denny's vision will be carried on to ensure that no child will go without a new toy this Christmas.

Details regarding online contributions can be found at www.saskatoonsecretsanta.ca.

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