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# McAllen Police Department

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## MEDIA ADVISORY

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For Immediate Release  
MR 12052019 01  
Contact Person: Joel A. Morales Jr, Lieutenant  
Contact Number: 956.681.2083

### **Target and the City of McAllen Join Efforts to Help McAllen I. S. D. Students**

- EVENT:** City of McAllen and Target Host Holiday Shopping
- WHO:** Mayor Jim Darling & McAllen City Commissioners  
McAllen Chief of Police Victor Rodriguez and McAllen Police Officers  
McAllen I.S.D. Superintendent Dr. J. Gonzalez & McAllen I.S.D.  
School Board Members  
Target Employees
- WHEN & WHERE:** Wednesday, December 11, 2019 at 9:00 a.m.  
Target Store, 708 E. Expressway 83 McAllen, Texas.
- WHY:** Target Stores and the City of McAllen will join efforts through the Heroes & Helpers program to host approximately 150 kids for a day of holiday shopping.
- SPECIAL ATTENTION:** Santa will arrive at the event via CBP aircraft weather permitting.

The Heroes & Helpers is just one of the ways Target Stores help local law enforcement support their community and form community relations.

“We are so proud to have Target, a great corporate partner in our community, that allows our McAllen Police Officers to foster relationships with students at Christmas time and beyond,” said McAllen mayor Jim Darling. “It is these moments that we hope the children will reflect on as they grow, inspiring them to give back and follow the role models of our great McAllen police officers.”

This year Target has made a generous donation and will host the event at their Target Store located at 708 E. Expressway 83.

The McAllen I. S. D. students will shop for holiday gifts and other items they may need for themselves.

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