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News Release 12.16.09:

Local Business Brightens the Holidays for 20 Hospitalized Children and Their Families

*Oakland-based furniture manufacturer Friant Associates
supports the Children's Hospital & Research Center Oakland
by donating approximately \$10,000 worth of gifts for needy
families in Children's Oncology Department.*

Owner of Friant Associates and Oakland native, Paul Friant was thrilled to learn of the Children's Hospital's Adopt-A-Family program. "It's important to be involved in the community," Paul said. "Most of us at Friant were born and raised in Oakland and have a strong awareness about Children's Hospital. This project is perfect because we are able to get our employees and their kids involved. We wanted to have a direct impact on children and their families who need that extra support."

Well into the night on December 15, Friant staff and friends gathered together to wrap hundreds of gifts bought especially for each family member, from their supplied wish lists. Gifts ranged from first bicycles to Kindle readers to hats and coats. Many were simply in need of bus passes and grocery gift cards. On December 18, Paul Friant and several staff members will deliver the gifts to Children's Hospital social workers, who will ensure safe transport to each family.

On average, Children's sees about 100 new cancer patients each year, and this year was no exception. About 75 percent of these families meet the financial need requirements for Children's annual Adopt-A-Family Holiday Gift Program.

Speaking about the impact of long-term medical care on families without resources, Beverly Lowe, oncology social worker, says: "We need even more donors to support families with children in long-term treatment, and these are the families who are hit hardest financially. We are especially grateful this year to Paul Friant whose generosity and community spirit has insured that 20 deserving families will have happy holidays."

As a business that has survived the economic hardship of 2009, Friant wanted to dig deep and give more than ever this year. Here's to a joyful and prosperous 2010 for us all.

To learn more about Friant Associates, visit www.friant.com.

To learn more about Children's Hospital & Research Center Oakland and how to donate, please visit: www.childrenshospitaloakland.org.