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Change a Life – Give a Goat! World Concern Offers Alternative to Black Friday Mayhem

November 22, 2011 (SEATTLE) – As frantic holiday shoppers sacrifice sleep and patience to brave crowds on Black Friday this week, Christian humanitarian organization World Concern offers a great alternative: life-changing gifts that honor your loved ones, and change the life of a person in need.

The average American family spent \$658 on holiday shopping last year. That's enough to feed 10 malnourished children for eight months – or dig two wells in a drought-affected village. World Concern's Global Gift Guide offers dozens of gifts that transform the lives of the world's poorest people – like a goat, which provides milk for nutrition and income, or a disaster kit to help a family survive after an earthquake or flood.

Christian recording artist Jenny Simmons of the band Addison Road asked her fans to give a goat in her honor of her birthday last week. She's also promoting the Global Gift Guide at her concerts through the holiday season. Simmons felt led to redirect her giving this year from "stuff" to meaningful gifts after reflecting on her own Christmas wishes.

"What do I want for Christmas?" she asked. "\$200 worth of make-up would be awesome. But what I want more are things that matter – things that last. I love the idea of gifts that make a difference."

Local businesses are promoting alternative giving too. Seattle auto dealer Kurt Campbell, co-owner of Campbell Nelson Volkswagen and Campbell Nelson Nissan, is donating a goat for every car they sell in November and December.

"We have been blessed with so much," said Campbell. "The idea of passing on that blessing to those truly in need is what makes going to work a pleasure."

World Concern's Global Gift Guide offers dozens of meaningful gift ideas, including gifts related to education, health, emergency food, disaster response, agriculture and more. You can shop online at www.globalgiftguide.org or by calling 1-866-530-LIFE (5433).

For more information, or to arrange interviews, please contact Derek Sciba at (206) 713-5564.

World Concern, part of CRISTA Ministries, is a Christian humanitarian organization that works with the poor in 18 countries, with the goal of transforming the lives of those we touch, leading them on a path to self-sustainability. Through World Concern's disaster response and development programs nearly six million people are impacted each year.