

FOR IMMEDIATE RELEASE
Contact: Michelle Hewitt
Boys & Girls Clubs of Central Alabama
mhewitt@bgcca.org
205.744.3070(o)

BOYS & GIRLS CLUBS OF CENTRAL ALABAMA KICKS-OFF ANNUAL CHRISTMAS TOY DRIVE WITH DONATION FROM MATTEL

BIRMINGHAM, AL - (November 12, 2013) - As part of its ongoing commitment to keep children safe and help them in times of need, Boys & Girls Clubs of Central Alabama (BGCCA) is pleased to announce our annual Christmas Toy Drive for the less fortunate children who attend our Boys & Girls Clubs of Central Alabama. This year's annual Christmas Toy Drive is sponsored by State Farm – Marietta Wicks.

This Christmas Toy Drive exemplifies the true meaning of Christmas. The gift of a new toy, something most children take for grant. But for a needy child it means that someone cares, that he/she hasn't been forgotten, that Christmas hasn't passed him/her by.

On Wednesday, November 13th, Mattel will donate a palette of new toys to the BGCCA. "BGCCA is truly thankful for the support offered by the Mattel family to launch our Christmas Toy Drive," said Tom Checkler, President/CEO of BGCCA.

In an effort to make this event bigger than ever we are looking for other community partners to assist us with Toy collections. BGCCA believes that "every Child deserves a Little Christmas," and we are asking you to help us send the needy children of our community a message of hope this Christmas through the gift of new toys.

We need your help. Please consider participating in this fun and rewarding event. The State Farm team is working very hard to make this Christmas Toy Drive a success, but we could never do it without the help of concerned citizens and business leaders. We need local businesses to assist us with the following;

- Be a toy collection site
- Display collection box in store/business
- Help promote Christmas Toy Drive to your customers

If this is something your business can do, please call BGCCA – Kim Turner at (205) 744-3070 or State Farm – Marietta Wick at (205) 497-8729 by November 20th and someone from State Farm will meet with you to discuss the Christmas Toy Drive program in detail.

About Boys & Girls Clubs of Central Alabama Boys & Girls Clubs of Central Alabama (BGCCA) exist to provide boys and girls ages six to 18 with a place to learn, grow, and succeed. The oldest Boys & Girls Club in the Southeast, BGCCA has been serving the children in the Birmingham and surrounding communities for 112 years. The Club currently has 9 clubs in 4 counties providing a safe, positive environment promoting Education, Character and Leadership Training, and Healthy Lifestyle Habits.
www.BeGreatBirmingham.org

