



PRESENTING SPONSOR



2021 FACT SHEET

NOVEMBER 15 - DECEMBER 24, 2021

Join ABC7, the Southern California Firefighters and Toys for Tots, along with our presenting sponsor Subaru, in celebrating the 29th year of the **Spark of Love Toy Drive** - the largest community toy drive in the nation. This special community campaign collects new, unwrapped toys and sports equipment for underserved children and teens in Los Angeles, San Bernardino, Orange, Ventura and Riverside counties. The toys collected in each county will stay within that community. Over the past two and a half decades, the Spark of Love Toy Drive has successfully collected more than nine million toys!

Due to the effects of the pandemic and devastating wildfires, our community partners anticipate this year's requests for toys will reach higher than ever. To help meet this historic demand and ensure deserving kids receive some holiday joy, donations can be made via our "Text to Give" number or online.

The promotion for the toy drive will begin on Monday, November 15, 2021 on our digital platforms and on-air throughout the ABC7 newscasts. On Friday, December 3, 2021, we will host the first two of our "Stuff-A-Bus" Toy Collection Drive-Thru events at the Mathis Brothers store in Ontario and The Collection Riverpark in Oxnard from 4:00 a.m. to 6:30 p.m., where our viewers and participants can drop-off their new, unwrapped toys or sports.

STUFF-A-BUS DRIVE-THRU EVENTS

- December 3, The Collection at Riverpark - Ventura County
Mathis Brothers in Ontario - Inland Empire
- December 10, Westfield Topanga - L.A. City Fire
Los Cerritos Center - L.A. County Fire
- December 17, Santa Ana College - Orange County

HOW TO DONATE

- Drop off your new, unwrapped toys or sports equipment at your local Fire Station. (Subject to change anytime due to public health protocol.)
- Text to Give: Text "**SPARK**" to **24365**
- Donate online website link: <https://supportlafd.kindful.com/?campaign=1032876> to make a donation via credit card.
- All proceeds will go to buying toys or sports equipment for the children.
- Bring your new, unwrapped toys or sports equipment to one of our four Stuff-A-Buses locations.

Please make the Southern California Firefighters **Spark of Love Toy Drive** your charity of choice this holiday season. On behalf of ABC7, the Southern California Firefighters and Toys for Tots thank you for your time and consideration.

For more information on how to donate, please send an email to sparkoflove@abc7.com or visit our website abc7.com/sparkoflove



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