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A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Toy Industry Foundation Donates Record Number of Toys

April 2017

In February, the Toy Industry Foundation's (TIF) Toy Bank collected and donated nearly 200 pallets of toys and play things to local charities, following their successful event at the Javits Center. Coordinated by TIF and exhibitors of the 2017 North American International Toy Fair, this donation is part of a series of community-focused events coordinated by Javits Center and event producers. TIF's Toy Bank gathered nearly 55,000 toys, the most ever at Toy Fair, and the toys benefited their national partner, Court Appointed Special Advocates for Children (CASA) in foster care, and several charities in the New York tri-state area serving kids who are impoverished, neglected, sick, or otherwise in need.

Toy Fair is an annual trade-only event and is considered to be the largest toy trade show in the Western hemisphere. "Not all children get to experience the excitement that comes along with a brand new toy. The donations received at Toy Fair will provide many children in need with toys of their very own and help to bring them joy

through play. This year we collected more than \$600,000 worth of playthings at Toy Fair as a result of our generous exhibitors,” said Elizabeth Max, Program Manager at Toy Industry Foundation.

Event managers at the Javits Center who are interested in donating goods or services can reach out to Communications Manager Priscilla Odoom at [podoom@javitscenter.com](mailto:podoom@javitscenter.com).

