



Toy Factory Live Raises \$79,065 for the YMCA Strong Kids and VOCM Happy Tree

December 20th, 2013 – What started five years ago as a plan to make Christmas morning brighter for 200 single parent families has grown far beyond what the team at The Idea Factory could have imagined. Now, their annual fundraiser, The Toy Factory, is once again making dreams come true for children throughout the province. Their 2013 efforts will see that over 675 more children are to able to join in the fantastic programs of YMCA.

This year, The Toy Factory joined forces with the YMCA Strong Kids program again, which subsidizes Y camp and program fees for families who would otherwise not be able to take part. Says Kevin Casey, Chief Strategy Officer at The Idea Factory, “Our goal again this year was to sell 400 tickets-that would mean 400 more kids that would get to go to Y camps. Thanks to some amazing friends, partners, and special contributions, we shattered that goal.”

In just one night at Club One, over \$79,000 in cash and toys was raised, thanks to the generosity of the community. The St. John’s IceCaps and Williams Family Foundation also donated \$5000 for the second year in a row, which helped put the night over the top. Says Kevin Fleming, YMCA Strong Kids Campaign Volunteer Chair, “It was an honour to partner with The Idea Factory again this year. Their commitment to building a healthier community means the YMCA can nurture the potential of hundreds of children in need of support to access YMCA summer camp. Breaking down barriers and providing financial assistance so kids and families live healthier lives is a priority for our charity so we want to thank The Idea Factory for this amazing help.”

Toy Factory 2013 Live featured a live auction, a silent auction and an impressive list of musicians including Timber, 709, Darrell Power, Turbulence and other special guests including The Hallidays and Nick Wells.

The Toy Factory is an annual fundraiser established by marketing and communications agency The Idea Factory. The Toy Factory represents the spirit of imagination and possibility and reminds us that we should never be too busy to create, too complacent to question, or too distracted to give.

-30-

Contact:

Kevin Casey

The Idea Factory

(709) 726-1449, kevin@ifactory.ca