



**Record-breaking year for The Toy Factory:  
\$85,520 raised in cash and toys for the YMCA Strong Kids and VOCM Cares**

**FOR IMMEDIATE RELEASE**

**December 21, 2012, St. John's, NL** – What started five years ago as a plan to make Christmas mornings 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 making dreams come true for children year-round, as their 2012 efforts will see over 700 more children able to join in the fantastic programs of the YCMA.

This year's Toy Factory recipient is the Y Strong Kids program, 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, "When we began planning this year, our goal was 500 tickets sold – that would mean 500 more kids would get to go to Y camps. We shattered that, thanks to some amazing friends and partners, and some very special contributions."

In just one night at Club One, over \$85,000 in cash and toys was raised, thanks to the generosity of the community. The biggest surprise of the night was a \$5,000 donation from the IceCaps Cares and Williams Family Foundation, which helped to put the night over the top. Says Chris Roos, CEO of the YMCA of Northeast Avalon, "It was a joy to work with The Idea Factory team to pull it all together. The end result was more than we could have hoped for, and we can promise there are over 700 children who'll feel the same joy, well beyond the Christmas season."

Toy Factory 2012 Live featured a live auction and an impressive list of musicians including Timber, 709, Darrell Power, Turbulence and other special guests including Chelsea Parsons and Factory house band Pet Legs.

The Toy Factory is an annual fundraiser for 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.





From Left to Right Back Row: Chris Roos, CEO, YMCA of Northeast Avalon, Kevin Fleming, Chair, YMCA of Northeast Avalon, Renee Fancey, Account Manager, The Idea Factory, Kevin Casey, Chief Strategy Officer, The Idea Factory Front Row: Children of the YMCA of Northeast Avalon

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