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## **THE TOY FACTORY GETS A FACELIFT**

### **Annual Charity Bash Reveals New Venue and Performances In Support of YMCA Strong Kids and YACC.**

**20 November, 2014, St. John's, NL** – For the seventh year in a row, folks at local ad agency The Idea Factory are gearing up to host Toy Factory Live, the annual charity bash that raises money and toys, just in time for Christmas.

Since its 2008 launch, The Toy Factory has raised nearly \$500,000 for local charities. This year, proceeds from the event will support the YMCA Strong Kids Program, and Young Adult Cancer Canada (YACC).

“This isn’t your typical corporate charity event,” says Kevin Casey, Chief Strategy Officer of the Idea Factory. “It’s a night filled with great live music, a packed dance floor, and some very loud guitar riffs. But beyond all that, each ticket sold helps send another child to summer camp, and provide opportunities for young adult cancer survivors to take part in a supportive retreat. Which is really what it’s all about.”

Toy Factory Live will take place at the Johnson Geo Centre on Thursday, December 11<sup>th</sup>. Hosted by comedian Matt Wright, the event will feature performances by The Hallidays, Turbulance, and Diezel Dogs, as well as silent and live auctions led by local auctioneer Blair Loveless. Doors open at 8pm.

YMCA Strong Kids gives kids the opportunities they need to reach their full potential; to live healthier, happier lives, and grow into productive adults in the future.

Young Adult Cancer Canada aims to support young adults as they move through and beyond cancer. YACC is their connection to peers, bridge out of isolation, and source of inspiration. Any cancer, any stage, they know that YACC's got their back.

Toy Factory Live tickets are \$125 per person plus a toy donation at the door for the VOXM Happy Tree. Tickets can be purchased at [thetoyfactory.ca](http://thetoyfactory.ca) or picked up at Young Adult Cancer Canada, 18 Argyle Street (Suite 201), and the YMCA of Northeast Avalon, 35 Ridge Road. Charitable receipts are available upon request.

The Toy Factory is made possible by the following sponsors: Bud Light, Lamb's, VOXM, K-Rock, The Telegram, Rogers TV, Image 4, and Speedpro Signs. These companies go above and beyond to help make this event a night to remember.

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