



PRESENTING SPONSOR



## 2020 FACT SHEET

NOW - DECEMBER 24, 2020

Join ABC7, the Southern California Firefighters and Toys for Tots, along with our presenting sponsor Subaru, in celebrating the 28th 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. 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, Spark Love is going online, transitioning to an all-virtual effort by partnering with **myregistry.com**.

Promotion for the toy drive will begin on Monday, October 5, 2020 on our digital platforms and on-air promotions will begin on Monday, November 9, 2020 throughout the ABC7 newscasts. Starting Friday, November 20th, ABC7 will begin the virtual "Stuff A Bus" Fridays. Every Friday until December 18th, we will share Spark of Love stories, showcase our sponsors/donors and drive the viewers to show their support for the firefighters. The toy drive will run through December 24, 2020.

### HOW TO DONATE

Even though COVID safety protocols will prevent Southland fire stations from collecting toys, supporting the Spark of Love has never been easier. Safe, quick, and convenient donations are possible through the Spark of Love registry. Financial donations are also welcome, as they allow us to provide toys for communities with overwhelming needs.

**BUY A TOY:** [Myregistry.com/giftlist/sparkoflove](https://myregistry.com/giftlist/sparkoflove)

**TEXT TO GIVE:** Text "SPARK" to 24365

**DONATE ONLINE:** [Https://supportlafd.kindful.com](https://supportlafd.kindful.com)

To make a donation via credit card.

All proceeds will go to buying toys or sports equipment for the children.

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](mailto:sparkoflove@abc7.com) or visit our website [abc7.com/sparkoflove](http://abc7.com/sparkoflove)



[myregistry.com](https://myregistry.com)



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