



FOR IMMEDIATE RELEASE
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**2nd ANNUAL TOYS FOR TOGA CAMPAIGN EXPANDED THROUGH
SARATOGA COUNTY WINTER RESTAURANT WEEK**

SARATOGA SPRINGS, N.Y. – The Saratoga Convention & Tourism Bureau (SCTB), DeCrescente Distributing Company and Olde Saratoga Brewing Company have partnered together to launch the 2nd Annual Toys For Toga campaign.

Born, in conjunction with the annual Saratoga County Winter Restaurant Week, this year's Toys for Toga campaign will start almost a month earlier than last year with a kickoff event on November 10th and has been expanded to include local retail and bar locations by offering consumers the chance to donate and receive a Toys for Toga "block pin up" or coaster showing they support Toys for Kids. A web page is in place to allow for donations to be made securely online, 100% of all funds raised will buy toys for local kids!

The kickoff event will take place on Monday, November 10 from 4-6 PM at the Olde Saratoga Brewery, inviting local media, participating restaurants, retailers and partners to partake.

Continuing through Saratoga County Winter Restaurant Week, December 5 -11, patrons can donate a new and unwrapped toy at any one of the participating restaurants, bars and retailers. Look for the cardboard box with the Toys for Toga logo! You can visit the SCTB's website for a detailed list of participating restaurants and businesses, www.discoversaratoga.org/restaurantweek.

For social media efforts, the Saratoga Convention & Tourism Bureau is promoting the campaign using these hashtags: **#ToysForToga** and **#SaratogaRestaurantWeek**.

The donated toys will be distributed to these local charities: Franklin Community Center, CAPTAIN Youth and Family Services and Mechanicville Area Community Services Center. The need this year is greater than ever.

For more information on Toys for Toga and Saratoga County Winter Restaurant Week, please visit www.discoversaratoga.org/restaurantweek or call (518) 584-1531.

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Saratoga Convention & Tourism Bureau

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The mission of the Saratoga Convention and Tourism Bureau is to market and promote Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and special events. For information on how to schedule or plan a meeting, conference, convention, wedding, sports tournament or special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.



Saratoga Convention & Tourism Bureau