



**FOR IMMEDIATE RELEASE**

December 16, 2014

**2nd ANNUAL TOYS FOR TOGA CAMPAIGN A SUCCESS!**

SARATOGA SPRINGS, N.Y. –The Toys for Toga campaign was formed by the Saratoga Convention & Tourism Bureau, DeCrescente Distributing Co. and the Olde Saratoga Brewing Co. and was held in conjunction with the 10<sup>th</sup> Annual Saratoga County Restaurant Week, December 5-11<sup>th</sup>, 2014. During the week, the public was asked to donate a new and unwrapped toy at any of the 50 participating restaurants and retail businesses.

A kickoff event took place on November 10<sup>th</sup> at the Olde Saratoga Brewing Co., which invited local media, participating restaurants and partners to partake. Participating restaurants came to pick up their toy bins and learn about new aspects of the program including online donation option, and the pin up block program.

By the end of Restaurant Week, the campaign raised over 500 donated toys and cash donations of \$5,400.00 dollars! These donated toys and money were distributed evenly on December 15<sup>th</sup> to these local charities: Franklin Community Center, CAPTAIN Youth and Family Services and Mechanicville Area Community Services Center.

Max Oswald, General Manager of the Olde Saratoga Brewing Co., said “the pin up block idea allowed consumers to contribute if they didn’t have a toy, we had restaurants and bars with Toys for Toga blocks everywhere, and the support was amazing.”

“We learned three key things from our first campaign last year that, 1. We needed to start the campaign earlier 2. We needed to expand the program to include retailers and 3. To allow for cash donations. We made the changes for this year’s program which led to incredible results. We couldn’t be more thrilled with the results of this year’s Toys for Toga campaign”, said Todd Garofano, President of the Saratoga Convention & Tourism Bureau.

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

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Saratoga Convention & Tourism Bureau

# SARATOGA easy to reach. always exceptional.

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](http://www.discoversaratoga.org).

Saratoga Convention & Tourism Bureau

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