



FOR IMMEDIATE RELEASE
December 18, 2013

FIRST 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 9th Annual Saratoga County Restaurant Week, December 6-12th, 2013. During the week, the public was asked to donate a new and unwrapped toy at any one of the 57 participating restaurants.

A kickoff event took place on December 2nd 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.

By the end of Restaurant Week, the campaign raised over 400 donated toys! These donated toys were distributed evenly on December 16th to these local charities: Franklin Community Center, Captain Youth and Family Services and Mechanicville Area Community Services Center.

Jamie Williams, Coordinator of Development of the Franklin Community Center explains, "The toys received from Toys for Toga allowed us to reach out to families who had missed the deadline for holiday assistance sign ups and provide them with great Christmas gifts. We were honored to be included in this wonderful collaboration."

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

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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