



## The Toy Bank

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## Do Good Stuff-A-Thon Shakes Up Southern California

There was a whole lotta moving and shaking going on in Southern California this week as a 4.7 magnitude earthquake rocked the Los Angeles metro-area days before the toy industry's First Annual "Do Good Stuff-A-Thon" commemorating National Foster Care Month.



will be distributed to children in crisis shelters and foster care across the nation.

Despite the tremors – which caused no damage or injuries at the event site – dozens of toy industry volunteers organized by the [Toy Industry Foundation](#) (TIF) gathered on May 19th at the [My Stuff Bags Foundation](#) headquarters in Westlake Village, California to assemble duffel bags filled with toys, toiletries and handmade items that

Each year an estimated 300,000 children enter foster care across the United States. Suffering from abuse or neglect, these children often leave their homes with few personal belongings other than the clothes on their backs. Over the past 10 years, My Stuff Bags has donated more than 350,000 bags to children through more than 1,200 nonprofit organizations in 49 states.

"It's mind-boggling, the fact that we have so many kids in need, and it's like America doesn't even understand it," said Michael Reagan, the eldest son of President Ronald Reagan and national spokesperson for My Stuff Bags. Reagan indicated that 200 children a night are taken out of their homes in Los Angeles County alone and placed in foster care.

Organizations such as Trinity Youth Services, Kids Youth Central and The New York Foundling are among the crisis and foster care shelters in over 20 cities nationwide that will receive bags this week.

John Neuber, chief executive officer for Trinity Youth Services, which helps at-risk children in California, Nevada and Texas, came from San Bernardino County to pick up 600 bags. He thanked the toy companies and volunteers for their help.

"Every day, Trinity Services serves over a thousand children, and the children that we get are pulled from their homes. If they've not been physically abused, they've been emotionally abused," Neuber said. "Now they can take one of these bags and open it up and grab onto something that's theirs, and I

don't know if you can imagine what that's like for a child who's gone through this process."

"Do Good Stuffers" representing a broad spectrum of the toy industry rallied to help. Toymakers Educational Insights, Ei Kids, Inc., Funrise Toy Corporation, KidsGive; Mattel, and Uncle Milton Industries each sent volunteers to the event. They were joined by colleagues from youth entertainment companies such as Disney and Warner Bros. as well as representatives of CIT Commercial Services; Chalais Associates; Marsh, Inc.; The NPD Group; Playthings Magazine; PSF Consulting, LLC; Specialized Technology Resources, Inc.; The Toy Collection Catalog; and – of course – the Toy Industry Foundation and My Stuff Bags Foundation staffs.



Additionally, Bandai America, Inc.; Disney Consumer Products; Educational Insights; Funrise; Infantino LLC; Itoys, Inc.; KatJan Inc. - Best Pals; KidsGive; Omnicor Inc.; Onionhead and Company; Playmobil USA, Inc.; Puzzled, Inc.; and the Schoenhut Toy Piano Company, Inc. each contributed toy products for inclusion in the bags.



"We're sorting out the toys that we need and giving some thought into the mix of toys we give the kids," said Myrna Martinez from Funrise Toy Corp. in Van Nuys, as she filled bags for young boys. "We've got Hot Wheels, playing cards, stuffed animals, blankets, puppets, hats and shirts — just about everything you can think of."

Frank Adler, executive vice president of Uncle Milton Industries, which is based in Westlake Village and specializes in science and nature toys, said he enjoyed spending the morning packing filled duffel bags in boxes and getting them ready for shipping.

"It's just a great cause, helping out distressed kids," said Adler, who came with ten members of his staff. "And it's fun getting out from behind the desk . . . It's awesome."

Three California government officials also took a personal leave from their duties in Sacramento to join in the event: State Assemblymember Anthony Portantino and California Senators Tony Strickland and Curran Price worked alongside toymakers to accomplish the goal of having 5,000 completed bags by day's end.

"This was a unique opportunity to demonstrate how combined efforts can have a profound impact on the lives of these suffering children," said Janeen Holmes, President and CEO of My Stuff Bags. "Together with TIF we can reach out to comfort America's most vulnerable children, show them that they matter, and give them back dignity and hope through a My Stuff Bag."

The Toy Industry Foundation pledged a contribution of \$400,000 and 50,000

new toys to My Stuff Bags over the next two years. The toys are donated via The Toy Bank™, which is generously stocked by toy industry manufacturer contributions throughout the year.

“... what you’re seeing today is part of that commitment,” said Jean Butler, TIF executive director. Asked if she was affected by Monday’s earthquake, Butler responded: “. . . you can’t shake this Foundation. It’s too strong.”

For more information about the "Do Good Stuff-a-thon" visit [www.toyindustryfoundation.org](http://www.toyindustryfoundation.org).

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