



Planning Your Santa's Helpers Toy Drive

We are excited for the upcoming WFAA-TV's Santa's Helpers toy drive here in Cedar Hill on:

FRIDAY, DECEMBER 7, 2012 FROM 5-10PM

WE NEED YOUR HELP!

This will be the only toy drive that WFAA-TV hosts in the Best Southwest area and it's up to our community to make this the largest toy drive in the metroplex!!

WHAT CAN YOU DO?

Make plans for your own toy drive. Once you collect all your toys, bring them to the official Santa's Helpers Drive Thru at Uptown Village on Friday, December 7th.

Here's how it works:

STEP ONE:

Make plans for your toy drive. Then spread the word to your friends, co-workers, neighbors, customers, etc. to collect new, unwrapped toys and gifts for infants, children and teens.

STEP TWO:

Email details about your toy collection to Aimee Sheahan, Santa's Helpers Toy Coordinator, at as@sheahancomm.com. She'll follow up to confirm details and discuss delivery/pick-up options (be sure to tell her that you would like your toys to go toward the Uptown Village at Cedar Hill toy drive). They will recognize your group on the WFAA-TV Santa's Helpers webpage.

Be sure to include:

- Organization name
- Point person contact info
- Collection date(s) and location(s)
- Event details, if applicable
- Approximate anticipated # of toys or # of people collecting
- Number of Santa's Helpers posters needed, if applicable

STEP THREE:

Hold your toy drive! When it's complete, bring the toys to our official Santa's Helpers Drive Thru where WFAA Chief Meteorologist, Pete Delkus, station personnel and volunteers will be greeting toy donors as they drop off toys from their cars.

If you collect 200 or more toys and are unable to transport them,
we will arrange to have them picked up from you.

*If you have any questions, please contact the Santa's Helpers Toy Coordinators:
Aimee Sheahan at (469) 371-3396 or as@sheahancomm.com
Jeff Tingley at (469) 235-6396*