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NewsChannel 36 and Salvation Army Magical Toy Drive Information Sheet

What:

The Salvation Army and *NewsChannel 36* are gearing up for the eleventh annual Magical Toy Drive. This Charlotte holiday tradition provides new toys to children from troubled neighborhoods throughout Mecklenburg County. The two schools (elementary and middle) that collect the most toys will win a party and a visit from *NewsChannel 36* weekday anchors Sonja Gantt and Dave Wagner.

Who:

Schools in Mecklenburg County. Elementary schools will compete with elementary schools and middle schools against middle schools.

When:

The Magical Toy Drive will begin Monday, November 21 and will end Friday, December 9. A barrel will be delivered to your school the week of November 14.

Where:

At each school, wrapped barrels and signage will be provided. The gifts will be picked up through coordination with The Magical Toy Drive transportation team. We will work closely for barrel delivery and toy pick-up runs according to a predetermined schedule.

Wrap-up:

After noon on Friday, December 9, your toys and barrel will be picked up. Please have the toys counted and ready. We want to report the winning school to *NewsChannel 36* as soon as possible so they can announce the winners on-air Monday morning!

Thank you for participating in the Magical Toy Drive! Your school will help to ensure no child is forgotten this holiday season.

For more information, please contact Shelley Henderson at (704) 714-4727.