



PRESS RELEASE

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Contact: Scott Daley
Working Group Lead – 2023 Toy Project
(587) 206-1924
kiwanis.northmount@gmail.com

Northmount Kiwanis Club 2023 Toy Project Spreads Holiday Joy

CALGARY, Alberta – The Northmount Kiwanis Club of Calgary, in association with Toys ‘R’ Us (Canada) Ltd., is delighted to announce the much-anticipated 2023 Toy Project.

This heartwarming event is scheduled to take place on Sunday, December 10, 2023 from 8:00 am to 10:30 am at Toys ‘R’ Us in north-east Calgary (2929 – 32nd Ave NE).

The 2023 Toy Project is a holiday celebration that brings smiles to the faces of approximately 450 children, 13 years old and under. Each child receives an invitation redeemable for a \$40 in store credit to select an item of their choice. In addition, every child is gifted a cuddly plush toy provided by the Calgary Hitmen from their 2023 Teddy Bear Toss powered by ENMAX.

Adding to the excitement of the event, the Calgary Police Service (CPS) Multi Agency School Support Team (MASST) and CPS Youth at Risk Development Program (YARD) will make a grand entrance, escorting Santa into the venue with lights ablaze and sirens wailing.

Parents eagerly dress up, looking forward to capturing memorable moments with their children and Santa. To make the day even more special, face painters and balloon artists will be on hand to entertain our young guests.

For many of these children, this gathering may provide their only major gift of the holiday season. It’s a morning filled with joy and laughter, dedicated entirely to the children.

The presence of the CPS MASST and CPS YARD at our event cannot be overstated. Many of the participants are newcomers to Canada and this event provides them with a positive introduction to the Calgary Police Service, fostering a sense of community and trust.

Children are referred to the 2023 Toy Project by nine agencies serving the Calgary region.

For more information about the Northmount Kiwanis Club 2023 Toy Project, please contact Scott Daley at (587) 206-1924 or kiwanis.northmount@gmail.com.

The Northmount Kiwanis Club of Calgary, chartered in 1957, is dedicated to serving children and families. We offer youth programs and provide support to community organizations, along with creating opportunities for volunteers in our city.

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