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Mayor Fischer Rallies Community for a “Holiday Miracle”

Louisville attempts to set world record for most toys collected in 12-hour period

LOUISVILLE, KY. – Louisville has earned the reputation of being a compassionate city and that distinction will continue to hold strong this holiday season. Mayor Greg Fischer has called on the city of Louisville to celebrate the gift of giving as a part of Louisville’s Holiday in the City. On Wednesday, December 16, the mayor along with WLKY, Louisville Convention & Visitors Bureau, MainSource Bank, LG&E and Axxis, Inc. will host a toy drive benefitting Toys for Tots. The goal is to set a world record for the most toys collected for Toys for Tots in a 12-hour period.

“Being compassionate is something that this city does well,” Mayor Fischer stated. “The holiday season is a time of giving and we want to make sure that we can amplify that compassion by trying to achieve this record. The true goal is not collecting the most toys but spreading the most joy to the children of Louisville.”

The event will take place at Louisville’s Holiday Square located in the plaza at 4th and Jefferson Streets. Beginning at 10 A.M. citizens and businesses are encouraged to bring a new, unwrapped toy to Holiday Square. Those who participate with a toy donation will receive \$2 off ice-skating for the day.

Karen Williams, President & CEO, Louisville Convention & Visitors Bureau, will extend a challenge via social media to all hospitality partners to encourage everyone to get involved and deliver toys on December 16th.

Mayor Fischer will hold a press conference on Friday, December 11 at 4:30 P.M. to announce the toy drive and rally the community.

Holiday in the City, has expanded upon the festive history of Louisville’s seasonal traditions and showcase the city as a true year-end destination. Holiday in the City has transformed the plaza at 4th and Jefferson streets into “Holiday Square” featuring an ice-skating rink, world market, bourbon and beer village and Louisville’s official city Christmas tree.

For more information on all of the Holiday in the City events, visit www.louisvillesholidayinthecity.com. Follow Holiday in the City on Facebook, Instagram, and

Twitter – Mayor Fischer urges people to share their Holiday in the City photos and experiences on social media using hashtag #HoLouDay.

Louisville's Holiday in the City is a gift from MainSource Bank. Light up Louisville was powered by LG&E. Additional sponsors include: Louisville: It's Possible Here, Kentucky Center for the Arts, Fourth Street Live!, YUM! Foundation, Kentucky International Convention Center, Hines Management, UAW862/Ford, Alltech, Four Roses Bourbon and LP Building Products.