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Mayor encourages record-breaking toy drive

Goal: Beat last year's record for most toys collected in 12-hour period

LOUISVILLE, KY. (November 28, 2016) – Citing Louisville's reputation as an international model city of compassion, Mayor Greg Fischer is calling on citizens and businesses to celebrate the season of giving by helping break the world record for the most toys collected for Toys for Tots in a 12-hour period.

Louisville set the record last year, with 6,223 toys collected during the annual Holiday in the City.

The toy collection, sponsored by the Marine Corps Reserve Toys for Tots Program, Margaret's Moving and Storage, WLKY and Louisville Downtown Partnership, will take place on Thursday, Dec. 1 at Louisville's Holiday Square, located in the plaza at Fourth and Jefferson streets. From 8 a.m. to 8 p.m. that day, all are encouraged to bring new, unwrapped toys to Marines Corps League members who will be collecting them, near the city Christmas Tree at Holiday Square.

"The holiday season is a time of giving, and in this city of compassion, our true goal is not collecting the most toys, but spreading the most joy among the children of Louisville."

The Toys for Tots collection is the first in a weekly event featuring a local charitable organization, part of Holiday in the City's goal of spreading compassion throughout the city.

Holiday in the City has expanded upon the festive history of Louisville's seasonal traditions to showcase downtown as a year-end destination. As part of Holiday in the City, the plaza at Fourth and Jefferson streets has been transformed into a Holiday Square, featuring an ice-skating rink and the city Christmas tree.

Visitors can travel from Holiday Square and follow the Gum Drop Trail to the Holiday Market, hosted by Fourth Street Live! featuring chalets that sell unique-custom gifts, holiday decorations, sweets and more.

Local businesses along the Gum Drop Trail – a path identified by sidewalk decals that run from Market Street, through Fourth Street Live! to Broadway – will offer special discounts and deals. Shoppers who collect three Gum Drop discounts from these local businesses

can enter into a weekly drawing for prizes, which include gift cards, Louisville swag and more.

Holiday in the City is made possible with support from LG&E, MainSource Bank, Fourth Street Live!, Louisville Convention & Visitors Bureau, Ford/UAW, Beam Suntory, MetroPCS, Hyatt Hotel Louisville, 400 West Market, USA Image, WLKY, Outfront Media, 106.9 Play, Louisville Magazine and The Courier-Journal.

For more information on the Marine Toys for Tots program, visit www.louisville-ky.toysfortots.org and follow them on [Facebook](#) or on [Twitter](#).

For more information on all of Louisville's Holiday in the City events, visit www.louisvilleholidayinthecity.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.

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