



## Toys for the North

Play isn't all fun and games - it's also an important teaching tool! Through play, kids learn how to interact with others and develop critical lifelong skills.<sup>1</sup> Our goal is to motivate, inspire and empower kids to dream fearlessly by giving them access to toys.

Let's work together to ensure children within Canada's most remote communities receive toys for this Holiday Season!

The Canadian Toy Association (CTA) has participated in the 'Toys for the North' (T4N) charitable drive since 2010, in partnership with the RCMP and Thomson Terminals Limited.

Through the Toys for the North Campaign, CTA Members have made the holiday season brighter by distributing over \$866,000 worth of toys to children and families in need in Northern parts of Labrador, Manitoba, Nunavut and Ontario.

**In this, our eleventh year, the CTA wants to make the 'Toys for the North' charitable drive its biggest donation year ever and has set a goal to surpass last year's record-breaking \$266,000 in toys from our members!**

The collected toys are sorted and wrapped by RCMP and Toy Industry volunteers. The toys are loaded onto a transport trailer truck where they make their way to Canadian Forces Base Trenton (CFB Trenton). From there they will make their way to the North.

Major Partners and Stakeholders:

- Canadian Toy Association
- Thomson Terminals
- Royal Canadian Mounted Police
- RCMP Veterans' Association
- Canadian Forces 8 Wing CFB Trenton

To get the collected toys to their final destination, the Thunder Bay RCMP partner with:

- North Star Air Ltd.
- Gardewine

Thank you for your generosity!

<sup>1</sup> [thegeniusofplay.org](http://thegeniusofplay.org)



Company Name: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Cell: \_\_\_\_\_ Tel: \_\_\_\_\_ Ext: \_\_\_\_\_

We will deliver to Thomson Terminals on:

\_\_\_\_\_   
 dd/mm/2021

Please pick up our donation on:

\_\_\_\_\_   
 dd/mm/2021

Please pick up our donation at the following location:

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal: \_\_\_\_\_

Contact at pick up location: \_\_\_\_\_

Cell: \_\_\_\_\_ Tel: \_\_\_\_\_ Ext: \_\_\_\_\_

Type/Name of Toy(s): \_\_\_\_\_

Quantity/# of Pieces: \_\_\_\_\_ Retail Value: \_\_\_\_\_

- **T4N Donation Form:** Please email your T4N Donation Form to Cessy Muenker at [info@canadiantoyassociation.ca](mailto:info@canadiantoyassociation.ca) by **Friday, October 15, 2021**. Member companies donating toys over \$5,000 retail value will also be featured in our marketing/press materials about the Toys for the North event. Please include your **company logo** (or forward under separate cover) as an EPS vectored file or AI (Adobe Illustrator, with all supporting native files).
- **Delivery Deadline:** All donations must be received by **Friday, November 12, 2021**.
- **Confirmation Email:** Please follow the donation pick up or delivery instructions you will receive in a confirmation email. Please call (416) 596-0671 Ext. 221 with any questions.
- **Donation Labeling:** Please label your donation with your company contact information and shipping inventory sheet (name of toy(s), number of pieces, and retail value). If you are delivering your donation, please address to Thomson Terminals, **T4N Donation Conf # (please see confirmation email)**, 49 City View Drive, Etobicoke, ON M9W 5A5.

*Thank you for your generosity. Let's pull together and put a smile on those precious faces on our children of the north, let's make a child's holiday a merry one!*