



VENTURA COUNTY FIRE DEPARTMENT

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NEWS RELEASE FOR IMMEDIATE RELEASE

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NEWS RELEASE Spark of Love Holiday Toy Drive Wraps Up 2019 With Record Breaking Donations

CAMARILLO, Calif. – The Ventura County Fire Department (VCFD), in partnership with ABC 7, Oxnard City Fire, and Ventura City Fire, announced today that its annual Spark of Love Toy Drive collected more than 60,000 donations from local businesses, community members and drop-off sites at local fire stations throughout the County of Ventura.

The 2019 drive benefited over 30 non-profits and in total will give to more than 6,000 local children, making it VCFD's most successful holiday-giving campaign in 27 years.

"Each year, tens of thousands of people throughout Ventura County go above and beyond to support charitable causes like the Spark of Love Toy Drive," said VCFD Fire Chief Mark Lorenzen. "The generosity demonstrated by our community member's never ceases to amaze me. Sharing hope, support and unexpected blessings with kids and families in need, especially during the holidays, is truly an honorable experience that continues to impact others all year long."

VCFD partnered with local charities, businesses, civic organizations and community volunteers to raise awareness for the toy drive and collect donations from dozens of events and fire stations. In addition to donations, people worked around the clock to distribute thousands of unwrapped toys, bikes, games and sports equipment to kids and teens.

During the 2019 holiday season, fire stations, public agencies and more than 50 local businesses and organizations served as collection sites for toys that were distributed locally by [Children's Services Auxiliary of Ventura County \(CSA\)](http://Children's Services Auxiliary of Ventura County (CSA)). The Collection at Riverpark also joined as an official sponsor and hosted a campaign kick-off event during its annual holiday festivities and tree lighting ceremony.

Visit www.vcfd.org/sparkoflove to learn more or contact Crystal Stratton, VCFD Program Administrator, at (805) 389-9745.



BACKGROUND

Starting in 2016, the Southern California Spark of Love toy drive partnered with the U.S. Marine Corps Reserve Toys for Tots program. This nationwide program has been collecting and distributing toys since 1947. For nearly three decades, Spark of Love has successfully collected more than ten million toys for underserved children and teens in Los Angeles, San Bernardino, Orange, Ventura and Riverside counties. Toys collected in the respective counties are distributed locally.

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