



TOYS FOR JOY

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FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

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15,000 San Diego Children and Adults Get Early Christmas Present

Toys for Joy and Convoy of Hope, part of San Diego's Christmas Celebration Delivers Toys, Food, Jobs and Health Care

WHAT: With approximately 16.8%* of San Diego County's children living in poverty, this free, carnival-like event at Memorial Park and Rec Center in Southeastern San Diego, has been organized by **Toys for Joy in partnership with Convoy of Hope**. Together they will **distribute 10,000 toys and 60,000 pounds of food** to families in need. There will also be free refreshments, medical and dental services, job placement assistance, clothing distribution, haircuts, live entertainment, a snow zone, and children's carnival area.

Toys for Joy is part of the Rock Church's DO Something campaign, which inspires people to make a difference in their communities by volunteering their time, talent, and treasure. To date, over 500,000 hours of city-transforming ministry service have been completed.

WHY: A united act of compassion designed to meet the basic physical and spiritual needs of community residents.

WHO: **Toys for Joy** is one of San Diego's largest and longest running community outreach events. Now in its 13th year, it was originated by Pastor Miles McPherson of the Rock Church. **Convoy of Hope** is a national organization that feeds millions of people around the world. Together as part of San Diego's Christmas Celebration, they are partnering with area businesses, 24 churches and community agencies. Approximately **2,000 volunteers** will be on hand to help unload the Toys for Joy and Convoy of Hope trucks, distribute food, toys, and facilitate outreach programs.

WHEN: Saturday, December 12, 2009
Site Opens 10 AM (grocery distribution begins)
Councilman Ben Hueso will be present from 11:30 AM - 1 PM

Pastor Miles McPherson will be present from 11 AM - 1 PM

WHERE: Memorial Park and Rec Center
Ocean View Blvd. & 30th St.
(2901 Ocean View Blvd, San Diego, CA 92113)

MEDIA OPPORTUNITIES:

- Interview opportunity with **Councilman Ben Hueso**
- Interview opportunity with Rock Church Senior Pastor and author of "DO Something: Make Your Life Count" **Miles McPherson**
- Visuals of thousands of **local residents** receiving free health screenings, toys, haircuts, lunch, free groceries, etc.
- Special guests subject to appear include **The Katinas, The Godkins**, professional skaters, **Steve James** and **Preston Pollard**.

In partnership with



ABOUT TOYS FOR JOY

Toys for Joy was founded by Pastor Miles McPherson of the Rock Church in 1996 to partner with local churches and community businesses and serve Southeastern San Diego. For the past 13 years, Toys for Joy has impacted thousands of lives through volunteers that provide toys, clothing, and food, in addition to health and community services.

ABOUT THE ROCK

The Rock is San Diego's largest church and the 19th largest church in the nation according to Outreach Magazine's 2009 "100 Largest and Fastest-Growing Churches in America" survey. It was started in 2000 by Pastor Miles McPherson, a former NFL player. Over 12,000 people attend the Rock's five Sunday services.

ABOUT CONVOY OF HOPE

Convoy of Hope is a national organization that feeds the hungry and provides pure drinking water to people in need across the United States and around the world. To date, the organization has provided help to 28 million people in 112 countries.

*Source: KidsData.org

For more information go to www.therocksandiego.org

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