



FOR IMMEDIATE RELEASE

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CONTACT:

NEW

Ericka Maldonado, 213-272-9534

Council District 3

Jessica Tarman, 213-473-7003

Walmart

Fernando Perez, 818-719-8602

**Councilman Zine, Walmart Team Up with NEW for
Super Holiday Toy Drive**

CANOGA PARK—New Economics for Women (NEW) and Councilman Zine will be distributing toys to families in need at the Dennis P. Zine Community Center, on Saturday, December 11, 2010 at 9am. The toy distribution will take place in the children's play area and will benefit those families who receive services at the Child Care Resource Center, NEW's Canoga Park FamilySource Center, and other local non-profits housed within the community center. The participating families will be contacted in advance and given a voucher to present the day of the event.

Councilman Zine, in partnership with the Walmart Supercenter located in West Hills, have been collecting bins of toys in their local store 5152 over the last month to be distributed to families and children in need this holiday season. 500 toys have been collected so far and Councilman Zine also donated 20 bicycles to boost these efforts.

"We here at New Economics for Women always strive to provide educational and supportive services that help families build assets and become economically self-sufficient," said NEW CEO Bea Stotzer. "We are so grateful for the generosity of the business community and the dedication of our local leaders who have opened their hearts to help so many struggling families during this holiday season."

"It is a proud moment when local business, government, and non-profits can work together as caring neighbors in this community to assist those less fortunate in their time of need," said Councilman Dennis P. Zine. "Every child should receive a toy during the holidays and thanks to Walmart and NEW, more families in the San Fernando Valley who may have gone without this year, will be sharing in the spirit of the season."

"We, at Walmart in West Hills, are proud to support the community in which we serve. We would like to wish everyone a Happy Holiday season," said Fernando Perez, Walmart Store Manager.

For more information about NEW activities, services, programs, and facilities, go to www.neweconomicsforwomen.org, or call (213) 483-2060. For more information about Council District 3, visit www.cd3.lacity.org, or call 311 or (213) 473-7003.