



City of
OAKLAND
California

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Weekly media briefings will
resume after the first of the
year.

News from: The Office of Mayor Jean Quan

FOR IMMEDIATE RELEASE

December 14, 2011

Warriors Ask Fans to Support Oakland Toy Drive

Oakland, CA—The Golden State Warriors invite fans attending their preseason game against the Sacramento Kings on December 17 at Oracle Arena to bring unwrapped toys to support the 2011 Oakland Mayor's Community Toy Drive. The first 400 fans to bring a toy will get a voucher that gains them entrance to the Warriors post-game "Chalk Talk" with several Warriors players.

"This year we need community support more than ever. Demand for toys is up significantly since last year," said Mayor Jean Quan. She added that Oakland's child poverty rate is now at 28 percent, up from 18 percent three years ago. "That means that nearly one in three children in Oakland are living in poverty."

"We anticipate a need for 8,000 toys this year, 2,000 more than last year. To be sure that no child faces the holiday without some recognition, we need your help."

As part of the City's 100-block initiative in the 5% of the city where over 90% of the violence occurs, city staff have also reached out to families who are struggling to provide the basics. "In each of three neighborhoods we signed up hundreds of children in just a few hours."

Toys, socks, gloves, books, art supplies and other unwrapped gifts suitable for children ages 0 to 12 are needed. Gifts may also be dropped off at the Oaklanders Assistance Center, Room 123 at City Hall, or in one of the many collection bins around the city, including major City buildings downtown, all Fire Stations, the Main library, Oakland Ice Center, Chabot Space & Science Center, Oakland Zoo, and some stores like the Oakland Target, Walmart, or EndGame. For more information, call (510) 777-TOYS.

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