



**FOR IMMEDIATE RELEASE**  
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## **Amigos For Kids and Ford Motor Company Fund Made Over 2,500 Wishes Come True with 23<sup>rd</sup> Annual Holiday Toy Drive**

**MIAMI, FL-** [Amigos For Kids](#), a nonprofit organization dedicated to preventing child abuse and neglect, partnered with Ford Motor Company Fund for the seventh year and collected toys and gift cards to make over 2,500 wishes come true with its 23<sup>rd</sup> *Annual Holiday Toy Drive*.

"Throughout the year, we focus on the harsh reality of our mission of child abuse prevention and awareness. However, with our Holiday Toy Drive we get to experience the happiness and magic of Christmas," said Rosa Maria Plasencia, President and CEO of Amigos For Kids. "Amigos For Kids is thankful to Ford Motor Company and El Dorado Furniture, and all the sponsors and Amigos volunteers that made this event such a huge success. We extend our thanks, on behalf of the families and organizations we serve."

The 23<sup>rd</sup> *Annual Holiday Toy Drive* kicked off with the help of over 300 Amigos volunteers collecting, sorting and packing toys to fulfill the individual wish lists of underprivileged children. On Sunday, December 14, a daylong joy-filled caravan featuring Santa Claus, local celebrities, community leaders and volunteers made stops in Florida City and Little Havana to spread some holiday cheer to the first 600 children.

Santa's community leaders and celebrity helpers such as Ana Maria Canseco, Jessica Cerezo, Gabriel Coronel, Felix de Bedout, Lili Estefan, Senator Anitere Flores, Greidys Gil, Carolina Gomez, Public Defender Carlos J. Martinez, Aleyda Ortiz, Gabriela Rivero, Carolina Sandoval, Catherine Siachoque, Karent Sierra, Gabriel Valenzuela and Felipe Viel to name a few made the season bright for thousands of South Florida children and families. The toys were distributed from December 14 – December 23 to kids that were identified from organizations including: Amigos Nurturing Parent Program, Branches of Love, Carrfour Supportive Housing, Children's Home Society of Florida, Citrus Health Network, City of Miami, Coordinated Victim Assistance Center, Department of Children and Families, Family Resource Center, Federation of Families and in Broward to Triumph Recovery Center and Westwood Elementary.

"It is inspiring to see our community come together for such a rewarding experience and worthy cause," said Pedro Capó, Amigos For Kids Board Chairman and Chief Operating Officer of El Dorado Furniture. "Knowing that we shared in bringing happiness to the less fortunate makes all the hard work worthwhile."

The Annual Holiday Toy Drive serves as a component of Ford's community relations program, "Operation Better World." Ford's seven-year partnership with Amigos For Kids highlights its commitment to enhance educational opportunities, automotive safety, human services, and quality of life to the South Florida area.

"Ford Motor Company Fund is committed to our communities and the Amigos For Kids Annual Holiday Toy Drive is a great opportunity to give back and spread holiday cheer and goodwill throughout the season. We are very pleased with the success of the seventh year of our involvement with this effort," said Joe Avila, Manager of Community Relations, Ford Motor Company Fund.

Amigos For Kids would like to thank the following sponsors for another successful Holiday Toy Drive: Ford Motor Company Fund and the Ford and Lincoln Dealerships in Miami-Dade and Broward, El Dorado Furniture, FedEx, the City of Miami Parks and Recreation Department, Gloria Estefan Foundation, TotalBank, Academica Charter Schools, La Carreta Restaurants, Simon Malls— The Falls, Miami International Mall and The Shops at Sunset Place locations, Baptist Health South Florida, Florida Heiken Children's Vision Program/Miami Lighthouse for the Blind & Visually Impaired, Davis Vision, República and Versailles Restaurant.

**\*\*\* High resolution photos available upon request \*\*\***

**ABOUT AMIGOS FOR KIDS-** [Amigos For Kids](#) is a 501(C) 3 nonprofit corporation founded in 1991 to respond to the diverse needs of South Florida's abused, abandoned, neglected, and less-fortunate children and their families, through education, abuse prevention, and community involvement. To fulfill its mission, Amigos relies on the support of dedicated volunteers and donors throughout the community. Throughout the year, the organization creates awareness of its cause through public service campaigns, fundraising events, and community efforts such as the Amigos For Kids' There's NO Excuse for Child Abuse!® Campaign. @amigosforkids

**ABOUT FORD MOTOR COMPANY FUND AND COMMUNITY SERVICES-** Ford Motor Company Fund and Community Services works with community partners to advance driving safety, education and community life. Ford Motor Company Fund has operated for more than 60 years with ongoing funding from Ford Motor Company. Ford Driving Skills for Life teaches new drivers through a variety of hands-on and interactive methods. Innovation in education is encouraged through programs that enhance high school learning and provide college scholarships and university grants. Through Ford Volunteer Corps, more than 25,000 Ford employees and retirees each year work on projects that better their communities in 30 countries. For more information, visit <http://community.ford.com>.

**ABOUT FORD MOTOR COMPANY-** Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services, through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).

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