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Amigos For Kids and Ford Motor Company Fund Ring in the Holidays with 23rd Annual Holiday Toy Drive

Making over 2,000 South Florida children's wishes come true

MIAMI, FL- [Amigos For Kids](#), a nonprofit organization dedicated to preventing child abuse and neglect, is once again partnering with Ford Motor Company Fund to spread Holiday cheer with its 23rd *Annual Holiday Toy Drive*.

As is tradition, the 23rd *Annual Holiday Toy Drive* is a gift-giving program that fulfills the individual "Wish Lists" of underprivileged children. The effort kicks off on Sunday, December 14 with a daylong joy-filled caravan featuring Santa Claus, local celebrities, community leaders and volunteers making stops in Florida City and Little Havana. Toy distribution continues throughout the week that follows.

"Year round, Amigos For Kids is dedicated to the prevention of child abuse and neglect," said Rosa Maria Plasencia, President and CEO of Amigos For Kids. "The Annual Holiday Toy Drive helps us reach deeper into the community by exemplifying the spirit of giving to those most needy and brings a heartwarming smile to a child's face. We are truly fortunate to have incredibly committed sponsors, donors and volunteers— especially Ford Motor Company as presenting sponsor for the last seven years— who exemplify the joy of giving and make this event a wonderful experience."

Each year, over 200 Amigos volunteers join the organization making the season bright with the Annual Holiday Toy Drive. Volunteers collect, organize and distribute toys to kids identified from the following organizations: 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 Westwood Elementary to name a few.

Celebrities and personalities that have joined the toy drive in years prior include: Telemundo's anchor Carmen Dominicci; Colombian actress Catherine Siachoque; actor Gabriel Coronel; actress and model Gaby Espino; celebrity chef Ingrid Hoffman; host and

actor Miguel Varoni; Univision's *Primer Impacto* host Pamela Silva-Conde and Univision's *El Gordo y La Flaca* host Raul de Molina to name a few.

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 look forward to another successful toy drive," said Joe Avila, Manager of Community Relations, Ford Motor Company Fund.

The following sponsors are accepting new, unwrapped toy donations: Ford and Lincoln Dealerships, El Dorado Furniture, TotalBank, Academica Charter Schools, La Carreta Restaurants, Simon Malls— The Falls, Miami International Mall and The Shops at Sunset Place locations, República and Versailles Restaurant. For a list of the Amigos For Kids "Wish List" choices, visit: amigosforkids.org/event/amigos-for-kids-23rd-annual-holiday-toy-drive/.

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.

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