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*For Immediate Release*

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**Toy Story 3: Northampton DPW's Third Annual Toy Exchange**

The Third Annual Holiday Toy Exchange will be held on December 6 and 7, 2013 at the Northampton Senior Center, 67 Conz Street, Northampton. Toy donations will be collected Friday evening and early Saturday and will be available to the public free of charge at 10am Saturday morning. This event has become an important source of holiday gifts for residents on tight budgets; it also increases the lifespan of consumer goods which are discarded long before their usefulness wanes.

Donations of clean, gently used, working toys and sports equipment will be accepted from the public from 5-8 PM on Friday, 12/6 and 8-9 AM on Saturday, 12/7. The following items are sought: musical instruments; action figures/dolls; sports equipment & bicycles; books, games & puzzles; model kits & building toys; arts/craft kits & creative learning toys; cars & trucks; outdoor toys & structures; stuffed animals; electronic toys; video games & DVDs; and baby & preschool toys.

Collected toys will be available to donor parents and those referred by community agencies on Saturday, 12/7 from 9-10 AM and to the general public from 10-Noon. Participants are asked to leave children safely at home in the care of others during the Saturday pick-up portion of the event. At the close of the event, all remaining items will be donated to the Salvation Army for reuse and recycling.

This year, the Reuse Committee will also accept donations of clean and gently-used infant, toddler, and children's outerwear: coats, hats, snow pants and mittens/gloves. Clothing will be used by local school children with the remainder going to the Salvation Army.

The event is coordinated by the Northampton DPW in conjunction with the Board of Public Work's Reuse Committee and is co-sponsored by the Northampton Public Schools/CFCE via grants from the MA Department of Early Education and Care, and The Northampton Senior Center, who will have refreshments available for purchase in the Coffee Shop and books for sale in the Center's lobby

The average US citizen consumes twice as many goods as fifty years ago; and over 90% of goods produced for US markets find their way into the trash within six months. With these statistics in mind, there is little doubt that both Mother Nature and the entire abandoned-and-destined-for-the-incinerator cast of Disney's *Toy Story* would whole-heartedly support this event.

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