

# NEWS BULLETIN

## MARINE TOYS FOR TOTS FOUNDATION



**Hollywood, CA – October 29, 2006** – At 2:30 p.m. the feature entertainment event at the El Capitan Theater on Hollywood Boulevard was the Walt Disney Pictures World Premiere of Santa Clause 3 starring Tim Allen. To introduce this heart-warming family motion picture, Mr. Robert Iger, President & CEO of The Disney Company, presented a check for \$1,000,000 to LtGen Matthew T. Cooper, USMC (Ret), President & CEO of Marine Toys for Tots Foundation, as The Disney Company’s 2006 donation to Toys for Tots.

Toys for Tots was created in Los Angeles in 1947 by Major Bill Hendricks, USMCR. Based on the success of the 1947 pilot program, the U.S. Marine Corps adopted the concept, named it the U.S. Marine Corps Reserve Toys for Tots Program, transformed it into the Marine Corps’ premiere community action program and directed that local Toys for Tots campaigns be conducted annually, beginning in 1948, in the community surrounding each Marine Reserve Training Center throughout the nation. In 1948, Walt Disney created the first promotion poster which featured Santa with a bag full of toys. At the bottom of that poster was a small three car train inscribed with the words “Toys for Tots”. This three car train remains today as the trademark of Toys for Tots. Today, Toys for Tots is one of the nation’s premiere Christmas charitable undertakings.

The Disney Company was Toys for Tots’ first National Corporate Sponsor based on contributions made in 1948. Each year thereafter, The Disney Company has been a strong supporter of Toys for Tots; hence has earned the distinction of being the longest standing National Corporate Sponsor of Toys for Tots.

The 2006 donation of \$1,000,000 is the largest single cash donation by a corporation in the 59 year history of Toys for Tots.

On behalf of everyone associated with Toys for Tots, the President & CEO of Marine Toys for Tots Foundation extends special thanks to Mr. Robert Iger and his outstanding Disney team for this unequalled cash donation and for holding the distinction as the longest standing National Corporate Sponsor of Toys for Tots.

For further details contact LtGen Matthew T. Cooper, USMC (Ret), Major William J. Grein, USMC (Ret) or Major Brian A. Murray, USMC (Ret) at (703) 640-9433 or visit the TFT website at [www.toysfortots.org](http://www.toysfortots.org).