

TOYS FOR THE NORTH 2022





The Journey

- The Canadian Toy Association has joyfully participated in the Toys for the North charitable drive since 2010.
- Partnership with the RCMP and Thomson Terminals Limited.
- Thomson Terminals sorts and loads donations onto transport trailer trucks.
- Donations make their way to the North from Canadian Forces Base Trenton.





Donations

12th Toys for the North 2022:

Canadian toy industry companies donated \$467,312.68 worth of toys.

Monetary donations collected from the Hall of Fame's auction \$4,410.36.

An amazing grand total of **\$471,723.04!**





Communities

Thunder Bay,
Ontario
Iqaluit, Nunavut
Goose Bay,
Newfoundland &
Labrador
... among other
remote areas

Cat Lake
Fort Good Hope
Kasabonika
Naujaat
Northwest Angle
Pangnirtung
Poplar Hill
Sachigo Lake
Tuilita
Ulukhaktok
Webequie



Motivate, inspire and empower
kids to dream fearlessly

Thank you ...

to our major Partners and Stakeholders

Canadian Toy Association

Thomson Terminals

Royal Canadian Mounted Police

RCMP Veterans' Association

Canadian Forces 8 Wing CFB Trenton



Thank you ...



to get the collected toys to their final destination, the Thunder Bay RCMP partnered with:

Gardewine Group

North Star Air Limited





Thank you ...

for your generous donations and for putting smiles on our precious children of the North, making a child's holiday a merry one!

Asmodee Canada
Crayola Canada
Do-Gree Fashions Ltd.
FoxMind Canada Enterprises Ltd.
FUJIFILM Canada Inc.
Funrise Canada
Gray & Fick Ltd.
Great Pretenders
Hasbro Canada
Jakks Pacific Canada
LEGO Canada Inc.
Lion Rampant Imports

Lykit Ltd.
Mastermind Toys
Mattel Canada
Malarkey Kids
MGA Entertainment
On the Right Track Inc.
Playmobil Canada Inc.
Ravensburger North America Inc.
Spin Master
Suncoat Products Inc.
TCG Toys



Media Advisory

Toys for the North: Spreading joy to remote northern regions of Canada since 2010

November 01, 2022 (Toronto, Ontario) - We are celebrating the 12th Anniversary of the Toys for the North campaign! O Division Royal Canadian Mounted Police (RCMP) will once again coordinate transportation and delivery of toys to children living in remote northern communities.

The RCMP, along with our partners from the Canadian Toy Association, Thomson Terminals Limited and the Royal Canadian Air Force (RCAF) are already working to receive toys and arrange transportation and delivery.

“This year we are focused on expanding our reach and better serving the communities receiving donations. We want to continue to bring joy to children across Canada’s North and reach as many children as possible. Through the incredible generosity of the toy companies, this vision is coming to life! We are overjoyed that this year we are able to expand the program into communities in the Northwest Territories. We are looking forward to our best year yet!” - Cpl. Angelique Dignard, RCMP Toys for the North coordinator commented.

The Christmas campaign began in 2010, originating from a partnership between the Santa Claus Parade, the Canadian Toy Association, The Toronto Zoo, O Division RCMP and the Toronto RCMP Veterans Association. That year we delivered toys to northern communities in the Yukon, Northwest Territories and Nunavut. To

date we have made the holidays a little brighter by distributing over \$1,000,000 worth of toys to children in Northern communities.

In addition to the corporate donations, each year RCMP employees across the Greater Toronto Area (GTA) and surrounding detachments get involved by making toy donations. Should you wish to donate a new unwrapped toy, you can do so at one of our three GTA detachments in Toronto North and Airport Detachments or at our Hamilton-Niagara Regional Detachment in Stoney Creek. **Donation boxes will be available at the three offices, Monday to Friday, between November 1st, 2022 and November 24th, 2022, 9:00 am – 3:30 pm.**

Be sure to follow the journey of the toys from the GTA to Nunavut, Northwest Territories, Northern Newfoundland/Labrador and Ontario on our [Twitter](#), [Facebook](#) and [Instagram](#) feeds or by following hashtags #CTAT4N and #ToysForTheNorth.

We are very grateful for everyone who has supported the Toys for the North campaign for the past 12 years. Together, you helped create happy memories for children across Canada’s remote north. The smiling faces of the children have been the best gifts we could ever imagine receiving. We invite everyone to join us to share the joy of giving during this holiday season.

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Media enquiries:

Cpl. Angelique Dignard
RCMP O Division (Ontario)
Toys for the North Coordinator
226-377-1248
Email: angelique.dignard@rcmp-grc.gc.ca



FOR MORE INFORMATION, PLEASE CONTACT:

Andrew Wagar

Swerve

E: awagar@swervepr.com

Toys for the North Collects Record-Breaking \$470,000 in toys from Canadian Toy Manufacturers

Canada's Only National Toy Drive Supporting Canada's Northern Communities Has Grown Donations 840% Since 2019

FOR IMMEDIATE RELEASE

TORONTO, ON – December 16, 2022 – Toys for the North, a national toy collection and distribution charity that distributes toys to some of Canada's most northern communities, is thrilled to announce that this year's donated toys value more than \$470,000, a 170% increase over 2021, an 840% increase in toys collected since 2019, and a record-breaking amount of toys collected in a single season.

Toys for the North is 100% volunteer-run, and is a partnership between distribution logistics management company Thomson Terminals, the Royal Canadian Mounted Police 'O Division', and the Canadian Toy Association. The program collects and distributes much-needed children's toys to families in Canada's most northern communities, supporting Newfoundland and Labrador, Ontario, Manitoba, Nunavut and this year thanks to the volume of toys donated, it has expanded its reach to include communities in the Northwest Territories.

"We are extremely grateful for the generous donations provided by Canada's toy manufacturers," said Andrew Wagar, Chair, Marketing and Communications, Canadian Toy Association. "Every year since Toys for the North launched in 2010, Canada's toy manufacturers have increased their support for this program, allowing us to expand our reach and distribution and to support more and more families. No one understands the joy a toy brings to a child during the holiday season better than toy industry professionals, and we thank them for their continued support."



More toys were donated this year by toy companies than in any previous year, and in particular the CTA would like to recognize the following companies for their generous support:

- | | |
|----------------------------|-----------------------|
| Spin Master Ltd. | Munch Baby Inc. |
| Ravensburger North America | Jakks Pacific |
| MGA Entertainment | Dogree Fashions |
| LEGO Canada | Hasbro Canada |
| Funrise Canada | Playmobil Canada Inc. |
| Mattel Canada Inc. | FujiFilm Canada Inc. |
| Great Pretenders | Crayola |
| Asmodee Canada | Suncoat Products Inc. |
| Lion Rampant Imports | TCG Toys |
| On the Right Track | Gray and Fick Ltd. |
| Mastermind Toys | Lykit Ltd. |

"I am blown away by the generosity of not only the Toy Industry but also by individuals who donate their time and resources to provide toys, handmade items, personalized hygiene packs and snowsuits for children across the North whom they will never meet." said Cpl. Angelique Dignard, RCMP Toys for the North coordinator. "This generosity and kindness is what fuels the spirit of Christmas. Thank you for caring and for making a difference in so many children's lives. Please know that this program could not grow and reach so many hearts without your support."

"As one of the founding partners of the Toys for the North, this program is especially near and dear to my heart," says Jim Thomson, Owner and President, Thomson Terminals. "It brings me great joy to see how much it has grown, the support it receives, and the positive impact it brings to Canada's North. Every child deserves a toy at Christmas and I am proud of the role Thomson Terminals - and all our staff - play in making this incredible program happen year after year."

The Toys for the North Campaign has distributed over \$1,500,000 worth of toys to children and families in need in Canada's north since 2010.



The collected toys are sorted and wrapped by RCMP and Toy Industry volunteers, stored at Thomson Terminals, loaded onto a tractor trailer truck, and shipped to Canadian Forces Base Trenton (CFB Trenton). From there, they are loaded onto Hercules aircraft and flown to Canadian Air Force bases across Canada's North.

Toys for the North major partners and stakeholders:

- Canadian Toy Association
- Thomson Terminals
- Royal Canadian Mounted Police
- RCMP Veterans' Association
- Canadian Forces 8 Wing CFB Trenton

To get the collected toys to their final destination, the Thunder Bay RCMP partner with:

- North Star Air Ltd.
- Gardewine

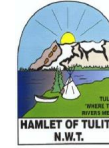
About the Canadian Toy Association

Founded in 1932, CTA is a not-for-profit trade Association whose members are manufacturers, importers, distributors, and marketers of toys, games, seasonal and hobby products. CTA provides a strong voice for the \$2.3 billion toy industry in Canada and internationally. Through the Association, CTA's members work together for the betterment of the industry. For more information, please visit www.canadiantoyassociation.ca.

About Thomson Terminals

Thomson offers innovative solutions in warehousing, transportation, design build and consulting. Trust is the base on which our solutions are built. We earn our clients' trust by putting their needs ahead of our own. Thomson is an asset based, full service logistics provider.

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Incorporated Hamlet of Tulita

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Tulita, NT X0E0K0
Phone: 867 588-4471
Email: recreation@hamleoftulita.ca

December 28, 2022

Dear All involved with the "Toys for the North" initiative,

The Hamlet of Tulita Recreation Department would like to send a massive 'Thank you' to all who were involved in blessing the kids of Tulita with toys this Christmas.

The Hamlet of Tulita Recreation Department was able to partner with the Tulita RCMP to distribute two (2) toys to all kids under 18 in our community during our annual Hamlet of Tulita Christmas Open House. It was an amazing event that left a lot of smiles on kids and parents faces!

Additionally, with any left-over toys we were able to gift extra to families who were struggling to provide presents to their kids this holiday season; and used the remaining toys as prizes for a community "Family Fun Night"; which gets kids and parents out enjoying an evening together competing in fun friendly games such as egg and spoon race, stick pass and tug of war.

We are so grateful for all who donated, organized, wrapped, delivered, and packaged these toys to be sent here to Tulita. We cannot thank you enough for the donation and the support you have provided our community during the busy holiday season.

These toys were not only exciting for kids and youth to receive but were able to be used to bring our community together for celebrations during the holiday season.

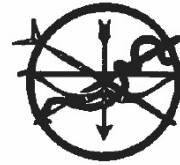
Please feel free to send this thank you letter to any people or organizations involved in making this happen.

From the bottom of our hearts—Thank you!

Kind Regards,

Nicole Crowley

Director of Recreation, Hamlet of Tulita



Hamlet of Taloyoak

P O Box 8
Taloyoak, Nunavut
X0B 1B0

Tel: (867) 561-2300
Fax: (867) 561-5057
Email: sao@taloyoak.ca

From: O'Brien, Eric
Sent: December 21, 2022 1:06 PM
To: Dignard, Angeliqne <angelique.dignard@rcmp-grc.gc.ca>
Subject: RE: Pics, media release forms and ho ho ho

Quote from our Mayor John Pizzo-Lyall:

"Yes I seen all the wonderful pictures of all the children who received gifts from the RCMP!

What a great initiative for the children of Taloyoak.

My children also received gifts and were so excited to show me through FaceTime as I am not home rig

Thanks for all the hard work and support the RCMP does for the children of Taloyoak.

It gives the children something to look forward to.

Have a wonderful Christmas and New Years.

Once again thanks for all the wonderful initiatives the RCMP does for the community"

Mr. Graeme Bissett
Chair
Canadian Toy Association
c/o Taloyoak RCMP
Email: eric.obrien@rcmp-grc.gc.ca

January 16, 2023

Dear Mr. Bissett:

Our community was astonished and delighted to find ourselves beneficiaries of the joint efforts of the local RCMP and the amazing "Toys for the North" program during the 2022 Christmas season. Thank you for your leadership and support of this worthwhile endeavour that really helped make our 2022 community Christmas celebrations a tremendous success.

Although our community may suffer from the generational impacts of economic impoverishment and legislative indifference, north of the Arctic Circle remains our beloved home, Santa Claus is our neighbour, and our spirits are alive and well.

The children of our community were very excited to receive the extremely kind donation of Christmas presents! Thank you for helping us nourish and pass on the ancient and precious Inuit traditions of sharing and caring, and for helping us honour the true meaning of Christmas.

Our community extends our very best wishes for 2023 to you and your Board, and your membership.

Yours truly,

John Charles Pizzo-Lyall
Mayor

c: Cpl. Eric O'Brian, Taloyoak RCMP



Website Links ...

<https://www.netnewsledger.com/2022/12/01/2022-rcmp-toys-for-the-north/>

<https://torontosun.com/news/national/toys-for-the-north-brings-holiday-cheer-to-kids-in-remote-areas-of-canada>

<https://skiesmag.com/news/toys-north-rcmp-rcaf-bring-christmas-remote-northern-communities/>

<https://www.anbmedia.com/news/2022/12/toys-for-the-north-record-breaking/>

<https://www.northernontariobusiness.com/press-release/2022-rcmp-toys-for-the-north-hercules-to-arrive-friday-6186382>

<https://www.tbnewswatch.com/local-news/toys-for-the-north-getting-ready-to-take-off-6191403>

<https://toybook.com/toys-for-the-north-2022/>

<https://www.rcmp-grc.gc.ca/en/news/2023/toys-the-north-sees-successful-year-yet>



Facebook Link ...

Facebook Royal Canadian Airforce, December 21, 2022:

No sleigh? No problem!

Earlier this month, an RCAF CC-130 Hercules aircraft made the journey from 8 Wing in Trenton, ON, to Northern communities in Ontario, Newfoundland and Labrador, Northwest Territories and Nunavut to deliver over 23,000 toys to children in over 30 communities.

The Toys for the North program is an RCMP-led initiative that started in 2010 and has delivered more than \$1 million worth of toys, with 4,000 children, on average, receiving a toy each year! Thank you to the Canadian Toy Association for raising over \$460,000 in donations for the Toys for the North program and to Thomson Terminals for their exceptional donation of time and resources.

<https://fb.watch/ilprmybDGA/>