



## **TOY TRUST PLEDGES SUPPORT FOR TWO MAIN CHARITIES IN 2014**

In addition to the many charities the Trust supports with smaller grants throughout the year, a commitment of £180,000 has been made towards two main children's charities in 2014, one UK-based and one international.

The events and initiatives in the first half of 2014 The Toy Trust will support Disability Africa, who are based in Gunjur The Gambia, whilst the summer and the second half of 2014's events will support leading mobility charity, Whizz Kidz.

Disability Africa work in one the poorest countries in the World where they help to increase awareness and acceptance of disabled children where there is currently little. £90,000 has been pledged to the charity, and this will build a centre that will allow disabled children to experience an open and acceptable life as well as educate their parents and help to transform the wider community.

Whizz Kidz, the leading UK children's mobility charity will also receive £90,000. They provide essential mobility equipment for disabled children. It has been suggested there are currently up to 70,000 disabled children in the UK who do not currently have access to the necessary mobility equipment they need. The Toy Trust's £90,000 donation will allow Whizz Kidz to significantly change that statistic and enable them to provide essential equipment to those children that need it most.

During Toy Fair 2014, there will be the opportunity to meet some of the Whizz Kidz ambassadors on Thursday 23<sup>rd</sup> January. You will be able to see how amazing the equipment that this charity supplies and what a difference it makes to children's lives. This will be an opportunity to see first hand the kind of mobility equipment you will be helping to buy for these children.

A large proportion of funds will be raised through the Toy Trust's main event in 2014 - The Toy Trust Isle of Wight Big challenge. On Saturday 7<sup>th</sup> June 2014, 250 participants will have the opportunity to cycle 130km around the Isle of Wight, or run or walk 20k. For the energetic, there is also the opportunity to participate in up to 2 events.

There are the last remaining places available to take part in the event and these will be allocated on a first come, first served basis so please don't delay in signing up if you wish to be involved. Please email Matt Jones [matt@btha.co.uk](mailto:matt@btha.co.uk) for more information.

For more information on Toy Trust fundraising and the work of the Toy Trust please visit [www.btha.co.uk/toy-trust](http://www.btha.co.uk/toy-trust) or contact Matt Jones on [matt@btha.co.uk](mailto:matt@btha.co.uk) or call 020 7701 7127.