Media Release
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Local Toy Drive Collects Thousands of Toys & Dollars

(Seattle, WA) On Friday, December 11, 2020, 101.5 SANTA FM/KPLZ, KOMO News Radio AM 1000/FM 97.7 & Talk Radio 570 KVI along with their sister stations, KOMO TV and Univision Seattle, held their annual Toy Drive benefitting The Salvation Army. The campaign resulted in raising over $104,000 and generating over 6,000 toys. Toys and cash donations will be used by The Salvation Army to help local families in need this holiday season.

The toy drive collected toys and cash donations from the community at various Fred Meyer stores and online through the stations’ web sites. The audiences were also encouraged to donate through a virtual phone bank that was open from 6 a.m. – 7 p.m. on December 11, 2020. Station talent, advertisers and volunteers manned the phones from remote locations.

“I’m always amazed at the generosity of our viewers and listeners. They always step up in times of need. We are grateful for our partnership with The Salvation Army and the work they do,” said Chad Conklin, Vice President & General Manager of Sinclair in Seattle. “As the only live and local TV AND radio company in Seattle, it is rewarding to see the positive impact we can make in our community.”

The KOMO Toy Drive was more important than ever in 2020. The Salvation Army reports serving 50% more people this year with basic needs of food and shelter. Many families are asking for assistance for the first time due to the economic impacts of the COVID pandemic.

“More families are needing assistance from The Salvation Army this year because of loss of jobs or reduced work hours,” explained Captain Jonathan Harvey, Divisional Secretary for The Salvation Army in the Northwest. “Thanks to Sinclair and the annual toy drive, we are able to meet increased needs in our community. The holidays will be a bit brighter for many local families this season.”

This year marks the tenth year of the partnership with donations reaching an all-time high. Donations are still being collected online at www.KOMOnews.com/ToyDrive and at Fred Meyer locations through December 24, 2020.

The Salvation Army will distribute toys and food boxes to local families this through the organization’s “Angel Tree” program. Throughout Western WA (Seattle-Tacoma media market), parents and guardians registered approximately 15,000 children and teens to receive gifts this season. Gift bags have been assembled based on the children’s wish lists. Every family will also receive a food box and grocery card, so they enjoy a special meal during the holidays.