

FOR IMMEDIATE RELEASE

**BATON ROUGE, LA** - Project 70805, along with Capital City Collision and other community partners, will host the Third Annual Holiday Toy Giveaway benefiting families in the North Baton Rouge community on Saturday, December 16. The giveaway will be held at Capital City Collision at 2540 Scenic Hwy, from 9-11 a.m.

This year's giveaway, sponsored in part by Aetna Better Health of Louisiana and Hughes Consultant Group, will feature a free "Build A Bear" station with Aetna's mascot, Ted E. Bear, M.D. Each child, from infant to 13 years old will be provided one wrapped gift, while supplies last. Children must be present and accompanied by an adult.

Last year, Project 70805 distributed over 600 Christmas gifts and anticipates exceeding that number again this year.

"Community partners and local businesses working together for events such as this ensure that every child in Baton Rouge celebrates Christmas with toys and love. It's a small, unified effort to show our commitment to building a better Baton Rouge," says Jason Hughes, Founder of Project 70805.



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Project 70805 is a non-profit organization dedicated to empowering, supporting, and increasing economic and social capital in North Baton Rouge and the Greater Baton Rouge Area. Founded in 2016, our mission is to support the development of youth in the areas of life skills and entrepreneurship, as well as support economic progress within our community. For more information or media inquiries, contact Courtney Scott at 504.810.4347 or email [info@project70805.org](mailto:info@project70805.org).