



Winter WONDERLAND TOY DRIVE

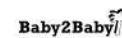


FINAL RECAP



AltaMed

Your community health network



SOME NUMBERS



10,000*
Attendees



*Traffic during the day

DEMOGRAPHICS



80% Hispanic

12% African American

8% Other



TOYS DISTRIBUTED



7,500



HEALTH SCREENINGS PROVIDED



+550



HEALTH SCREENINGS PROVIDED



COVID-19 and Flu
Vaccines



Grip Strength



BMI
Height & weight



Cholesterol



Glucose



Blood Pressure



Dental

FAMILY RESOURCES



Boxes of food 600



FAMILY RESOURCES



Diapers
distributed:

+5,000



FAMILY RESOURCES



Haircuts

215



ARTIFICIAL ICE RINK



UNIVISION TALENT SPECIAL PRESENTATIONS



@mariaelenanava



@donajiradio



@levantateshowla

UNIVISION TALENT SPECIAL PRESENTATIONS



@erikareynaoficial y
@mariachoa_1019



@luissandovaltv y
@hyacinthoficial

ALTAMED WELLNESS ZONE



Covid-19 vaccines
Flu-shots
Arts & Crafts
Kids activities

ALTAMED WELLNESS ZONE



Healthy cooking demos

3



ADVERTISING



UNIVISION Radio,
TV & Social media



Eventbrite campaign
+27,000 people reached

Registered attendees
through Eventbrite

DEC
10



Winter Wonderland TOY DRIVE

Huntington Park Salt Lake Park
Saturday, December 10, 2022 at 8:00 AM PST

4059 / 6000

PRINTED MATERIALS



18 banners



3,000 copies

PARTICIPATING ORGANIZATIONS



Aetna
Altamed
Blue Shield of California
Boss Revolution
California Children's Academy
City of Huntington Park
Cosmetica Beauty Academy
Cricket Wireless
ELAC
HealthNet
HealthNet/Dentical
IKEA
KIPPSocal Public Schools
LA Care
LA Kings
Lead Poisoning Prevention Program
Liberty Dental Plan
Looks Brite

Loyola Family Health Center
MAOF
Mattel
MLK Community Hospital
Molina Healthcare
PETA
RJC Foundation
Sammer Habbaas Lawyers
SGV Home Health
Takis
Tampico
Teletón
Thru Guidance
Velocity Clinical Research
ViaCare
Walmart
Western Dental
Woodcraft Rangers

GALLERY





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We will really appreciate it if you can help us with a review on
our FB page!!





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THANK YOU!

AltaMed

Your community health network

