



2023



Winter
WONDERLAND
TOY DRIVE



FINAL RECAP





DEMOGRAPHICS

Attendees

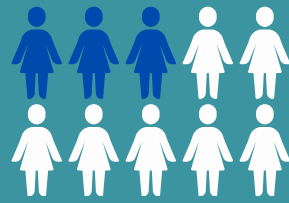
+ 12,000



Gender

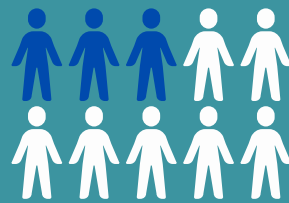
60%

women



40%

men



Ethnicity

Hispanics



80%

African American



12%

Others



8%



Participating organizations

30

TOYS DISTRIBUTED



8,500



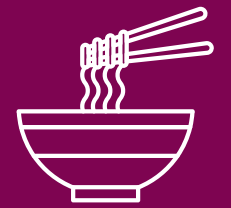
RESOURCES



Food boxes
3,000



Haircuts
180



Noodles
8,000

FREE HEALTH SCREENINGS



+300



DENTAL



BREATHING CHECKS



FIBROSCANS



GLUCOSE



BLOOD PRESSURE



ARTIFICIAL ICE RINK



Happy skaters

+500

PHOTO WITH SANTA & FACE PAINTING



HOLIDAY GOODIES FOR FAMILIES



5,000

Gnomes



ADVERTISING

Univision Radio, TV & Social media

Electronic billboards

UNIVISION
LOS ÁNGELES

UNIMÁS46
LOS ÁNGELES

K-LOVE
107.5

LA NUEVA
101.9

103.9 | 98.3
Recuerdo

UNIVISION LOS ANGELES UNIMÁS46 107.5 LA NUEVA 101.9

Winter WUNDERLAND TOY DRIVE

SAT DEC 09 2023 8:00am-1:00pm
Salt Lake Park
3401 E. Florence Ave.
Huntington, Park, CA 90255

- Toys
- Artificial ice rink
- Picture with Santa
- Food boxes distribution
- Health screenings
- Haircuts

* **FREE!** (while supplies last)

SPONSORS: IKEA, DIRECTV, Baby2Baby, Velocity, Walmart, MOLINA, Lilly, AltaMed, Jazwares, be360, healthnet, ABC, ASOGADOS CAMPONES, cricket

Eventbrite

Tickets Sold

8336/9000

Analytics

Data Last Updated - 8 hours ago

Total Blips	143.00	Total Impressions	20.75K
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PRINTED MATERIALS



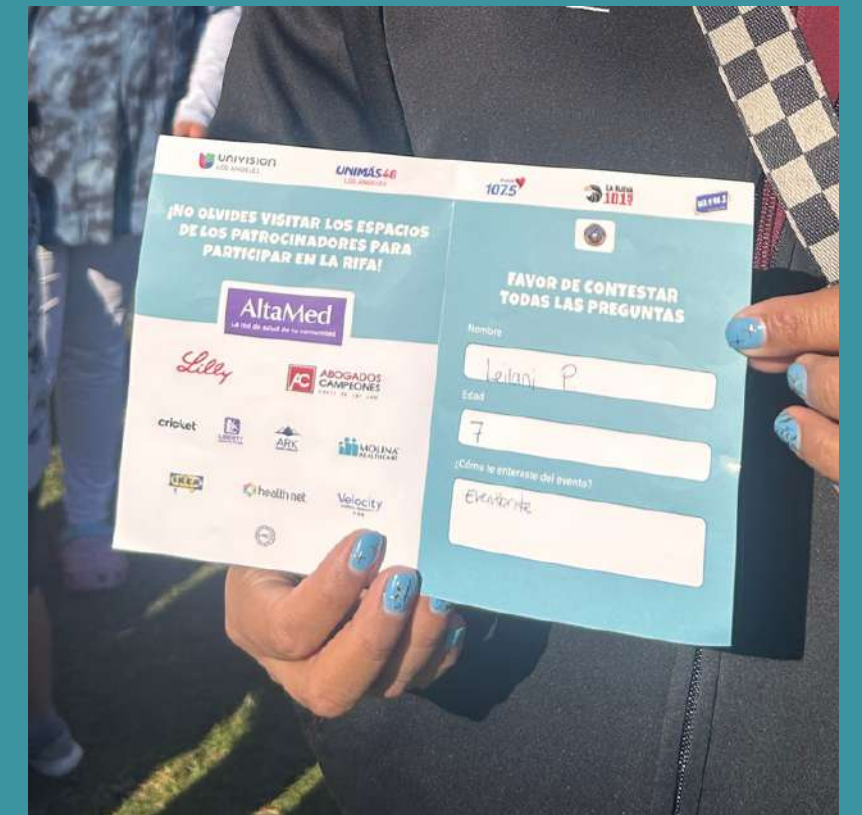
Posters



Steap & repeat



Welcome banners



Mini Rally
5,000 copies



UNIVISION RADIO TALENT



MARIA ELENA NAVA

Levantate Show
K-Love 107.5



DENISSE REYES

Levantate Show
K-Love 107.5



**EDGAR AL AIRE Y
ESTHER VERÓNICA**

Recuerdo LA 103.9 / 98.3



EL RATÓN

LA NUEVA 101.9

SPECIAL PERFORMANCE



KYLIE CANTRALL

Singer, actress and dancer

High School Musical: The Musical: The Series



PARTICIPATING ORGANIZATIONS:



- **Abogados Campeones**
- **AltaMed**
- **Ark Clinical Research**
- **Baby2baby**
- **California Children's Academy**
- **California Highway Patrol**
- **City of Huntington Park**
- **Communities Actively Living Independent & Free**
- **Cricket Wireless**
- **Eli Lilly and Company**
- **Health Matters**
- **Health Net**
- **IKEA**
- **Jazwares**
- **Jumpstart**
- **Kids Dental Place**
- **Kipp SoCal**
- **LA Bulls Soccer League**
- **LA Care**
- **LeadingAge California**
- **Los Angeles County Office of Education**
- **Martin Luther King Jr. Community Hospital**
- **Mexican American Opportunity Foundation**
- **Molina Healthcare**
- **Mujeres Extraordinarias**
- **Nongshim Noodles**
- **RJC Foundation**
- **UCLA OB/GYN Clinic**
- **Walmart**
- **Young Invincibles**

THANKS TO OUR VOLUNTEERS



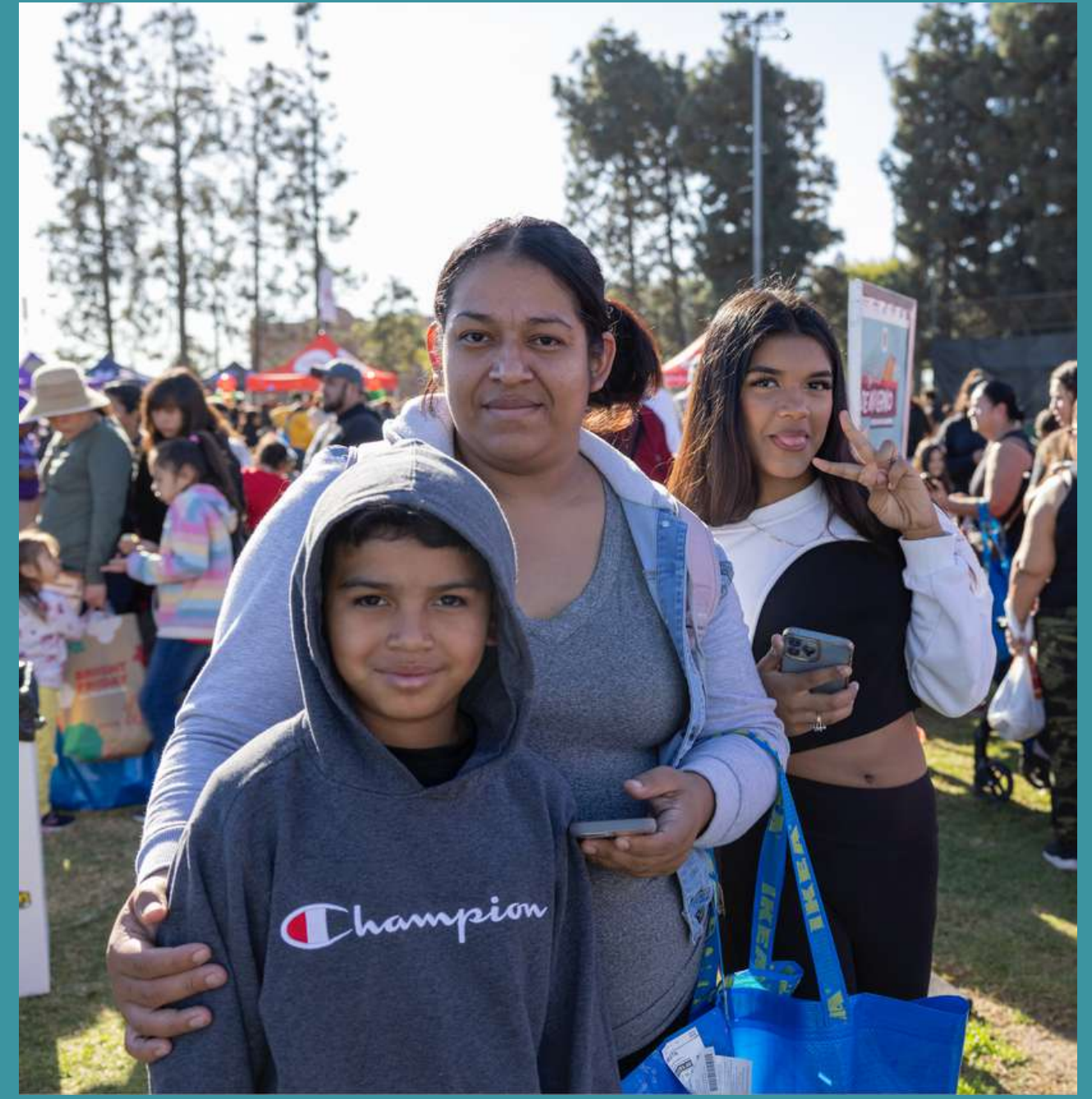
 **UNIVISION**
LOS ÁNGELES



Jazwares



GALLERY



GALLERY



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