



Media Alert

Contact:

Amy Webb, Director of Communications
(501) 682-8946

Downtown Toy Parade Scheduled for Friday

What: Little Rock Fire Department 11th Annual Toy Drive Downtown Parade (still photo and video opportunity)

Who: The DHS Division of Children and Family Services partners with the LRFD to collect toys for children in foster care in Arkansas. More than 8,000 toys are collected every year and 3,000 children benefit from this event. LRFD Captain Dennis McCann and DCFS Director Cecile Blucker will be available for interviews.

When: 2:00 p.m., Friday, December 14, 2012

Route: The LRFD leads a parade of fire trucks and vehicles bringing toys to the Department of Human Services (DHS) departing from the Central Fire Station at 7th and Chester Streets at 2:00 p.m. They travel north on Chester Street to Capitol, then east to Main Street and south to 7th Street, arriving at DHS offices at the corner of 7th and Main Streets at approximately 2:15 p.m. Santa Claus will lead the parade.

Where: DHS Donaghey Plaza South Building, 700 South Main Street, Little Rock, AR 72201. The parade will end at the front entrance of the DHS building and the toys will be unloaded and brought inside.

Additional information:

This is the 11th year the LRFD has teamed up with DCFS to make the holidays special for Arkansas children in foster care. The LRFD asks the public to donate unwrapped toys at LRFD stations as well as area Wal-Mart locations.