



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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#### **Coney Island To Host Holiday Toy Giveaway**

*Coney Island will host their annual Holiday Toy Giveaway to bring a little joy to children and families in need during the holiday season.*

**CONEY ISLAND, December 21, 2020** - This year, in particular, has been very difficult for many across the nation, and the need in the Coney Island community is greater than ever. What should be a joyous time for families and friends to gather together and enjoy the magic of the holiday season, many are faced with uncertainty and financial challenges.

The Alliance for Coney Island and Coney Island YMCA, with the help and generosity of Councilman Mark Treyger, the Brooklyn Cyclones, Coney Island Preparatory Public Charter School, Deno's Wonder Wheel Amusement Park, Harlem Children's Zone, Luna Park in Coney Island, and the NYC 60th Precinct Police Department have joined together to giveaway over 500 gifts to local children in need between the ages of 3 and 12 years of age. While the event is by invite-only, members of the press are welcome to attend the socially distanced event which will take place at the **Coney Island YMCA (2980 West 29th Street)** on **Tuesday, December 22nd from 3 PM - 6 PM.**

"This holiday season is unlike any other in history and the children of Coney Island are dealing with unexpected challenges in a year that is devoid of normalcy. We know that many in our community lost family members to this virus, have missed out on graduations and other celebrations with their friends, and are facing financial hardships all of which make the holidays more difficult than ever before. We hope through this event we provide a smile to these children's faces and with these gifts bring forward the promise of a better new year." said **Alexandra Silversmith, Executive Director of the Alliance for Coney Island.**

"Our community has come together to provide our local children and families with some holiday cheer and happiness during this challenging year. I'm grateful to the Alliance for Coney Island and our local business partners for helping to brighten the holidays for our neighborhood children and families. I am proud to help fund this annual event to ensure that every child receives a special present this holiday season." said **Council Member Mark Treyger (Bensonhurst, Coney Island, Gravesend, Sea Gate).**

"It is during these unimaginable and challenging times for so many individuals, who are struggling to provide the basic daily necessities for their families that we as a community must step up and work together to bring a little joy and happiness to many children affected by this pandemic. I would like to thank each donor and the many volunteers for their continued support to the Coney Island community. The Coney Island YMCA is happy to be a part of this amazing

community. I would like to wish our Coney Island families, donors, and volunteers a Happy Holiday season.” said ***Samuel Moore, Executive Director of the Coney Island YMCA.***

“This year has been unlike any other for too many in our community and has been unusually cruel in how much so many of us have lost. For this reason, and so many more, Coney Island Prep is grateful for the opportunity to join this effort and provide families with a bit of joy and peace during this holiday season. This year, commitment took on a whole new meaning for everyone, and we are so grateful for all of the donors, supporters, and volunteers who made this event and our work possible.” said **Leslie-Bernard Joseph, CEO of Coney Island Prep.**

### **Alliance for Coney Island**

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President, and New York City Economic Development Corporation. More info at [www.AllianceforConeyIsland.org](http://www.AllianceforConeyIsland.org).

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