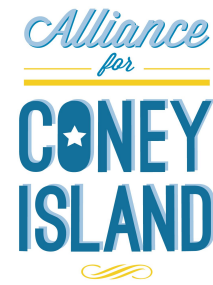


PRESS RELEASE

FOR IMMEDIATE RELEASE

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Coney Island Holiday Toy Giveaway

Alliance for Coney Island & Councilman Mark Treyger will be spreading some extra holiday cheer for close to 200 children in Coney Island this Sunday

CONEY ISLAND, December 12th, 2019 - In the spirit of the Holiday Season, the Alliance for Coney Island in partnership with Councilman Mark Treyger will be hosting their **2nd Annual Holiday Toy Giveaway** on **Sunday, December 15th** from **3 PM to 5 PM**.

The holidays are a joyous time, but unfortunately for some families in the Coney Island community, it is a stressful time with uncertainty on whether their child will receive a toy. With the help and generosity of the Councilman and local businesses like the Brooklyn Cyclones, Con Edison, Deno's Wonder Wheel, Live Nation, Luna Park, the New York Aquarium, and Turner + McKissack Joint Venture, close to 200 preselected children in collaboration with local schools, faith-based organizations, and community organizations, between the ages of 1 and 13 will receive a toy. In addition to the gift-giving, the children and their families will enjoy an afternoon of activities like face painting, caricature art, arts-and-crafts, as well as have their photo taken with Santa Claus. While the event is by invite-only, members of the press are welcome to attend the day's festivities which will take place at **MCU Park Baseball Gallery (1904 Surf Avenue)**.

"We are honored to work with Councilman Treyger and local businesses to give back to the community and provide toys to Coney Island children and families this holiday season. Our collaboration with local partners to identify the families who need an extra hand and bring joy to these children is particularly heartwarming and we look forward to seeing all of them this Sunday," said ***Executive Director of the Alliance for Coney Island, Alexandra Silversmith***

"I'm grateful to the Alliance for Coney Island for helping to brighten the holidays for local children and families and am proud to help fund this annual event to ensure that kids in need receive a special present this holiday season. Let's all come together to bring a little holiday cheer and happiness to the children and families in our community," said ***NYC Council Member Mark Treyger***.

"Luna Park in Coney Island is proud to work in partnership with The Alliance for Coney Island this holiday season in spreading cheer. We hope that these gifts will help inspire and create some positive memories for the children that receive them. We want to wish our Coney Island community a very happy holiday season and healthy New Year," said ***Luna Park President, Alessandro Zamperla***.

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.

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