



## **Affinity4 Announces Its "GiveBack to Kids" Toys for Tots Campaign**

*Beginning in November, Affinity4 will be going the extra mile to help the U.S. Marine Corps Reserve's Toys for Tots Program. As part of its "GiveBack to Kids" campaign, Affinity4 will donate \$5 to Toys for Tots for every core product it sells during the holiday season and match all dollars raised by its customers during this campaign. Additionally, Affinity4 employees will volunteer to select toys, donate toys and make their own contributions to support the campaign.*

Norfolk, VA ([PRWeb](#)) October 17, 2008 -- Beginning in November, Affinity4, one of the nation's leading affinity-based marketers specializing in helping charities, ministries and other non-profit organizations raise funds, will be going the extra mile to help one of the holiday season's most beloved traditions -- the U.S. Marine Corps Reserve's Toys for Tots Program. As part of its "GiveBack to Kids" campaign, Affinity4 will donate \$5 to Toys for Tots for every core product (i.e., long distance phone service, Internet, digital and wireless) it sells during the holiday season and match all dollars raised by its customers during this campaign. In addition, as part of their fourth quarter philanthropic activities, Affinity4's employees will volunteer to select toys for purchase, donate toys and/or make their own financial contributions to support the Toys for Tots Program.

All of the toys Affinity4 will collect will adhere to the required regulations of not having a military theme or involving any chemicals. In accordance with Toys for Tots' guidelines, the company also is recommending that the toys selected be approximately \$10 in value or more and appropriate for a child/children in the age range of 1 through 12 years old.

On December 19th, a U.S. Marine Corps Reserve representative will visit Affinity4's Norfolk, Virginia office to collect both the toys contributed and the donation check.

### More about Toys for Tots

The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the community in which the campaign is conducted. The primary goal of Toys for Tots is to deliver, through a shiny new toy at Christmas, a message of hope to needy youngsters that will motivate them to grow into responsible, productive, patriotic citizens and community leaders. The objectives of Toys for Tots are to help needy children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable natural resources - our children; to unite all members of local communities in a common cause for three months each year during the annual toy collection and distribution campaign; and to contribute to better communities in the future.

### More about Affinity4:

Affinity4 is an affinity-based marketing company whose mission is to help support its non-profits' goals by assisting in their fundraising and development programs. Specifically, Affinity4 markets various telecommunications products and services, including long distance and digital phone services, high speed Internet, as well as DIRECTV®, credit card and motorist assistance to the supporters of its international base of non-profits which includes charities, ministries, colleges and universities. With each supporter's purchase, Affinity4 provides a 10% GiveBack to the corresponding non-profit organization. Affinity4's business model is



to leverage and transform ordinary activities such as making phone calls into fundraising opportunities on behalf of vital causes worldwide. The Affinity4 Brand Promise is Ordinary Activities. Extraordinary Giving. To date, Affinity4 has given back more than \$75 million to non-profits worldwide. The company is headquartered in Norfolk, Virginia and led by President and CEO, Stephen Halliday. For more information, visit: [www.affinity4.com](http://www.affinity4.com) or call 1-800-684-4880.

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### **Contact Information**

**Brandy Grenier**

Affinity4

<http://www.affinity4.com>

800-684-4880

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