

# Aerobloks™ Part of Toy Drive for Kids

Thursday, December 16, 2004

Just a toy? Think again... Aerobloks™ played a major part recently at Boston's South Station in helping to attract the attention of 60,000 plus commuters, whose generous gifts to the Kid-In-Need toy drive will have a big impact during this holiday season in the lives of children who live in domestic violence shelters.

The Kids-In-Need initiative began on Monday, November 29, 2004 at one of Boston's busiest commuter stations. The program was a partnership amongst many entities with the common goal of providing holiday love and warmth to kids who deserved no less but would otherwise not be able to enjoy the fullness of Christmas.

Aerobloks™ helped by attracting attention to a 9' tall castle that surrounded the gift collection bin.



For three weeks a train built with Aerobloks™ hosted the gift bin for all to see and to drop off toys for the children.

Finally, Aerobloks™ was used to create a giant backdrop to further attract the attention of commuters who proceeded to donate money and gifts by participating in a fun-for-all raffle for the wonderful CDs produced by South Station's own engineers and conductors. Altogether more than 20 boxes of gifts made their way to warm the children's heart.

