



June 2007
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Toy Loan Program News

2007 Toy Loan Program Summer Fundraiser Campaign



I am pleased to announce the kick-off of the 2007 Toy Loan Program Summer Fundraiser Campaign and encourage all Toyrrarians to organize special fundraising events and toy-drives to generate donations. Your monetary or **new** toy contributions will benefit about 35,000 children that take advantage of the Toy Loan program throughout Los Angeles County each year. Toy Loan is a character-building program that has been around for 73 years! It gives children in low-income neighborhoods opportunities for safe and rewarding play. Also, while engaging in wholesome activities, the program gives them a solid foundation essential to becoming contributing members of our communities. Best of all, the service is provided free of charge! *From June 15 until the end of September*, "playground barrels" will be available at participating Toy Loan Centers for individuals to donate **new and unwrapped** toys. A Donation Form will also be distributed for monetary contributions. Checks should be made payable to Toy Loan Advisory Board and sent to Toy Loan Headquarters at 2615 South Grand Ave., 2nd floor, Los Angeles, CA 90007-2608. All donations to the Toy Loan Program are tax-deductible and greatly appreciated. For more information regarding this campaign or other ways in which you can help or participate in the program, please call Toy Loan staff at (213) 744-4344.

A Good Ol' Fashion Barrel Wrapping Party



On Thursday, May 24, dedicated Toyrrarians heeded the call for help. Toy Loan staff had the overwhelming job of wrapping more than 50 barrels to prepare for the Summer Fundraising Campaign that will benefit all of the Toy Loan Centers Countywide. It was great to see the smiling faces, so willingly staying after a long TLAB meeting to help wrap the barrels. Jean Price was there whistling while she worked, Toy Loan Director, Juana Cornell-Ojalvo, lent a helping hand; even Paul Martinez worked hard to get done with all of the barrels. In the end, all of the barrels were wrapped, the "wrappers" were tired and all of the refreshments were gone. This is the spirit of true volunteerism - giving!



Children's Safety

- Keep small magnets and small pieces containing magnets away from young children who might mistakenly swallow them.
- Never tie pacifiers, necklaces, toys or other items around a child's neck which may be the cause of strangulation.
- Provide helmets that meet safety standards (U.S., CPSC, Snell, ANSI, ASTM, or Canadian) and insist that the children wear them when riding.
- Check for recalled toys and products online at <http://www.cpsc.gov>.

Children & Play

(Toy Safety)

Unintentional injuries are the leading cause of death among children. Each year in the United States, hospitals treat more than 200,000 children ages 14 and younger for playground related injuries. Playground related injuries can be severe, resulting in fractures, internal injuries, concussions, dislocations and amputations. The good news is that researchers estimate that anywhere from 50-75% of these injuries are preventable. The essential keys to prevention are knowledge, education and training. Falls are the most common cause of non-lethal injuries in pediatrics. Kids get hurt when they fall off slides and structures, collide with moving pieces of equipment or catch their clothes on something. Research shows the most dangerous pieces of playground equipment also happen to be children's favorites, including swings, monkey bars, climbers and slides. A well designed and secure (continued on Page 2) play area can

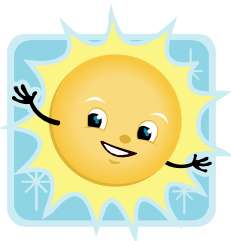
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Toy Loan

Addressee:

Toy Safety... (Continued)

be fun as well as safe. First, pay attention to the surface. Woodchips can help cushion a fall as can sand, rubber or pea gravel. Grass, dirt, concrete and asphalt are typically too hard and can worsen an injury. Broken equipment can be extremely dangerous. Be sure to check the equipment frequently for any potential hazards like, loose or missing bolts, broken rungs or steps, exposed springs, splintered wood, sharp edges or points, rusted or warped parts, or exposed footing. Any damage or hazards detected during inspection should be repaired immediately. Playground safety has improved over the years, but much more needs to be done. Safe design, proper warnings, and adherence to safe standards of operation are not too much to ask for the safety of children.



Did you know?

Easy Bake Oven has had little chefs cooking up a storm since 1963, when the pretzel vendors of New York city's streets inspired toy makers at Kenner, Inc. to create this hot-selling toy. Anticipating parental concerns about safety, Kenner substituted two 100-watt bulbs for a heating element and built the oven to minimize the possibility of burnt fingers. Accompanied by mixes, a recipe book, utensils, and three slide-thru pans, the oven debuted in fashionable turquoise and pale yellow. Now kids could bake in the kitchen just like Mom! Since 1963, more than 23 million have been sold and more than 140 million mixes have been baked into yummy treats.



Special Reminder:

Monthly Reports are due the fifth day of the month. Please contact Toy Loan Headquarters if you need additional copies or have questions.

<u>Upcoming Events</u>	
Toy Loan Summer Cleaning Event	6/30/07
TLAB Meeting	7/26/07
Annual Summer Fundraiser Committee Meeting	7/26/07
Back-To-School Event	8/25/07

We Want To Hear From You!

If you have suggestions on how to improve the program, best practices, recommendations for potential new Toy Loan centers, or any topics of interest for publication in this newsletter, please contact us at (213) 744-4344 or via email at toyloan@ladpss.org