

FOR IMMEDIATE RELEASE  
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## 100 Black Men and United Way Team Up for Critical Toy Drive *Christmas for Children with Responsibilities*

Madison, WI - When you think of a family of four, who do you picture? To some, that means two parents and two children. But for a growing number of young ones in our community, that picture is dramatically different. Picture a family where the most stable member is a 15-year-old high school student taking care of three younger siblings and wondering how to make the holiday season bright for their family.

100 Black Men of Madison, in cooperation with United Way of Dane County, wants to ease this stress with the ***Christmas for Children with Responsibilities Toy and Donation Drive***.

This donation drive is collecting toys and gift cards for young adults who are the head of their family. You can make their holiday season brighter with a gift that will go to the youngest members of these families.

“These 14, 15, 16 year olds are shouldering responsibilities beyond their age, keeping their family healthy, going to school and making sure they stay together,” said Dr. Floyd Rose, President of 100 Black Men of Madison. “These teenagers are among the most selfless people you will ever meet, simply wanting their young siblings to have a happy holiday. With your gifts, we can ease their load ever so slightly.”

Drop off donations from now until December 20<sup>th</sup> during business hours at United Way of Dane County, 2059 Atwood Avenue, Madison.

Gifts will go to students enrolled at Madison Metropolitan School District and will be given out on December 21<sup>st</sup>.

100 Black Men of Madison and United Way of Dane County would like to thank the community in advance for their incredible generosity this holiday season.

For more information, please dial United Way 2-1-1. Call takers are available 24 hours a day, seven days a week.