

## Treats for Toys at Sprinkles

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EXTRA EXTRA!

Treats for Toys at Sprinkles Through December 18

Sprinkles Cupcakes Teams with Scottsdale Fire Department, Special Event December 13

**WHO:** Sprinkles Cupcakes and City of Scottsdale Fire Department

**WHAT:** Firefighters and a fire truck will be at the Sprinkles store December 13 at 10:30 a.m. to 11 a.m. to help raise awareness for the toy drive. Media is welcome to attend the event and interview Sprinkles personnel and firefighters.

**Note:** The engine company will remain in-service prior to and during the activity so the crew may have to respond to an emergency call.

Guests who bring a new, unwrapped toy for young children through high school aged youth to Sprinkles Cupcakes from December 5 through December 18 will receive a free cupcake of their choice\*. The toy drive is part of the Scottsdale Fire Department's annual toy drive which provides toys to local underprivileged children. Organizations benefitting from the toy drive include the U.S. Marines Toys for Tots Program and Scottsdale's Paiute Neighborhood Center.

\*Limit one free cupcake per person.

**WHEN:** Toy drop off dates:

December 5-18, 2011

During normal business hours

Special Event: December 13, 10:30 a.m. to 11 a.m.

**WHERE:** Sprinkles Cupcakes

4501 N. Scottsdale Rd.

Scottsdale, AZ 85251

Sprinkles is located on the northeast corner of Scottsdale and Camelback roads

**WHY:** As the Christmas season approaches, children all over the Valley will not have a gift to open. Programs like Toys for Tots donates thousands of gifts to needy children all over the country. For more information call (480) 970-4321 or visit [www.sprinkles.com](http://www.sprinkles.com)

