



**IMMEDIATE MEDIA ALERT**

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**With Chocolate As Something An American Teenager Puts Up To Her Mouth Rather Than Something She Puts In It, Four Tinsel Town Marketing And Technology Organizations Offer Hollywood A Chance To Ante Up: Toys For Teens Needed Most This Holiday Say Local Marines**

*Before A Marine Leaves For Iraq, He Joins Some Of Los Angeles Best Professional Marketers To Celebrate the Season By Bringing To Teens What They Stand For Most: The Power & Importance of Expression*



“Help a marine wow a teen with your generosity. Teens love independence, style and individuality. What technology marketer can't say the same ... you'll have an opportunity to network with the best talent in the PR, marketing and technology industries, and have some fun doing it!” – Steve Stallman, president of the Direct Marketing Association of Southern California on why to attend this month's holiday mixer Dec. 7<sup>th</sup>. ”

LOS ANGELES – Dec. 2, 2006 – It's true. When you enter the word

'chocolate' into [Google's search engine](#), Verizon trumps Godiva. Now, coming on the heels of two of this week's year-end marketing conferences (MMA's Mobile Marketing Forum and VNU's Digital Entertainment Media + Marketing Excellence) where increased media consumption + use of technology by teens were themes, comes Hollywood's opportunity of giving some of the hottest brands not just to a willing and targeted audience **but to a needy, grateful and gracious one.**

Not every teenager goes to school carrying a KickFlip, playing an iTune, and text messaging to MySpace, but the local chapters of The Direct Marketing Association, American Marketing Association, Promotion Marketing Association and Women In Technology are spreading good cheer this Christmas by choosing Toys for Teens (a niche call-out for the 59-year old Toys For Tots campaign) as charity of choice at this *(next page)*

year's L.A Marketing & Technology Holiday Mixer this Thursday, December 7<sup>th</sup> from 7 p.m. - 10p.m. at the Hyatt Hotel, West Hollywood.

With teens and tweens leading the forefront of the technology and social marketing mix, as well as Toys For Tots originating in Los Angeles in 1947, this is a match made in holiday heaven.

Most people associate the needs of Toys For Tots as being just that... fulfilling the needs of newborns and toddlers. But that's not the whole story. People forget that older kids anticipate receiving gifts too.

"In 2005, the number of kids we served in the 12 to 17 age range was 14,000 -- from Long Beach to Santa Monica alone," says Marine Gunner Sergeant Willie McClendon, representative of the Toys For Tots non-profit program center in Long Beach, Ca. "I'm just one-third of our total Los Angeles County out-reach. With my next tour of duty being an airplane ride to Iraq, this holiday holds special importance to me. I want to get as many toys for teens to family centers, boys and girls clubs, churches and non-profits for hand-to-hand gift-giving delivery as possible!" Everybody loves a gift and kids whose parents may not have the money and means to play Santa Claus should not be an exception.

**WHAT TEENS WANT MOST** How to target what a teen most wants? Journalist Anastasia Goodstein, working for several leading consumer online & television brands including Current TV, AOL, and Oxygen TV as well as in non-profit youth media, answers the question this way. "The short answer is they want a lot of things, but primarily they want to create an identity, want to connect with others, want to create, want to change the world, want to be older than they are, want to have fun, and as a driving force, they want to do this now. They are smart and savvy, and if what you're doing isn't good, they won't like it. Word up to that."

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**“We need to reintroduce the world of inspiration into the lives of our children. And our own lives as well. When we do this, young people will be exposed to the ideas that there’s something greater that they can connect to... kindness, and being connected to other people, and peace and joy...these are ways that we need to be encouraging to our young people each and every day. “**

-- NY Times best-selling author and speaker, Wayne Dyer, Ph.D., who lived in an orphanage for 10 years

**THERE’S SOMETHING ABOUT A MAN IN UNIFORM** Sergeant McClendon sends uniformed members of the U.S. Marine Corps. to each Toys For Tot event to educate attendees, pick up and distribute the toys.

**MARKETERS MAKE MERRY** The best reason to be at this month’s holiday party event? Giving a teen the gift of enabling expression could mean engaging your brand. As well as blending your heart and mind this special season. Spread the joy. Bring one unwrapped toy suitable for teens, valued at \$10 or more and receive a Free Toys For Tots pin. A must event if you’re working in PR, Marketing, Advertising, Direct Marketing, Promotions or Technology. Make some new contacts, re-connect with former colleagues, celebrate with clients and enjoy outstanding cuisine and beverages. Celebrate the holiday with a dazzling view of the city overlooking Sunset Boulevard from one of L.A.’s landmark hotels. **Bring one gift, get many in return.**

About the **Marine Toys for Tots**: The Marine Toys for Tots Foundation, an IRS recognized 501 (c) (3) not-for-profit, public charity is the authorized fundraising and support organization for the Marine Corps Reserve Toys for Tots Program. The Foundation provides the funding and support needed for successful annual toy collection and distribution campaigns. The Foundation is located at Marine Corps Base, Quantico, Virginia. Local Marine Corps Reserve units and volunteer organizations collect and distribute toys in nearly 540 communities covering all 50 states, the District of Columbia and Puerto Rico. 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. For more information, contact Willie McClendon at (310) 629-9072, [willie.mcclendon@usmc.mil](mailto:willie.mcclendon@usmc.mil) or visit [www.toysfortots.org](http://www.toysfortots.org).



**About DMAsc:** Now in its 30<sup>th</sup> year, The Direct Marketing Association of Southern California (DMAsc) continues to bring Direct Response-Boosting Strategies to Growth-Obsessed Marketers. As the only organized community of direct marketing professionals in the Southern California area, this non profit provides opportunities and events for learning, networking, sharing ideas and getting your projects and programs to deliver higher return on investment (ROI) and greater monetary profits. If you work in direct response marketing, offer supply services used in direct marketing, are employed by a business that has or is interested in developing a direct response campaign, teach marketing-related subjects, are a student of marketing or if you are a

business-builder selling and promoting products, then DMAsc ([www.dmasc.org](http://www.dmasc.org)) is for you.

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## December's Program: Los Angeles Marketing & Technology

**Mixer:** Holiday Party and Toys For Teens Gift-giving Event Thursday  
December 7th 2006: The Hyatt West Hollywood, 7:00 to 10:00 p.m.,  
8401 Sunset Blvd., West Hollywood, CA 90069 (323) 656-1234.

To register now, or for more information about DMAsc and its programming, the public is encouraged to log on to [www.DMAsc.org](http://www.DMAsc.org) or call (818) 541-1152.



### [Register Now!](#)

Members of any participating organization

[\\$60](#)

Non-Members

[\\$75](#)

Angles For Editors™ Research: General stats:

- In Los Angeles County, 26,947 children entered the foster care system for the first time in 1995, according to the Los Angeles County Grand Jury (1997).
- The largest category of poor in the United States is children. There are more than 14 and a half million children in the United States who live in poverty, while more than 5 million children live in families with less than half the poverty line income. (Lindsey Duncan, University of California citing the Children's Defense Fund.)

From Alloy Media + Marketing:

- 33.8 million teens in the U.S. (up more than 200,000 from 2005)
- Teens spend \$209 billion per year (not confirmed if this was direct spending or included influential spending.)
- Diverse: 36% are non-white
- Influence parents' buying decisions:
  - 67% beverages
  - 53% vacation
  - 50% computers
  - 49% cell phone
  - etc.

Howard Handler, CMO of Virgin Mobile, offers this research:

- Teens look up to their parents. Seventy-one percent see their parents as their chief role model, miles above the next contender, teachers (40%). On top of that, 59% say their parent is their best friend. They are the first generation to share music taste with their parents
- Dream jobs: Entrepreneur (13%), Musician (11%), Doctor (8%). Worth noting is that service jobs like being a firefighter or carpenter are very low on the desire pole
- Decreasing interest in being famous, or "being someone else." Points to the trend of authenticity
- **If inherited \$20 k, would spend it on a college education (by a large margin)**
- Want to contribute to society through their consumer choices
- Most important item is always a "cool car." Of all items, the cell phone is the last item they would give up if forced. When money is cutback, the items and activities they'd cut back, in order include: movies, going out, clothes, and shopping

Greg Tseng from [Tagged.com](http://Tagged.com) notes that 87% of teens are online and 35% of teen media consumption is online.

Music is the American teens' most important passion point. Going to a concert by their favorite band is the number one event choice. With movies, teens seem to gravitate towards either films that are *wishful* or films that are *full of dread* (from Clint Culpepper and Marc Weinstock of Screen Gems).

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