

TOYS FOR TOTS The Colony [LA]



BENCH WARMER HOLIDAY PARTY

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On January 8th, 2010 over 100 models, actresses and entertainment professionals from all over Southern California came to support Toys for Tots at the 5th Annual Bench Warmer Trading Card holiday party at The Colony in Hollywood, CA.

Started by founder, collectors expert and lifetime entrepreneur Brian Wallos in 2002, the cards have had a cult-like following and feature over 600 top models from around the world. Some of the rare gem cards have been sold on eBay for hundreds of dollars to excited collectors.

That evening, over 1,000 toys were donated, bringing the total to over 5,500 donated since 2006 for underprivileged children during the holiday season. Supermodel and "Dancing with the Stars" alumni Joanna Krupa showed up with 200 toys for the event. Brian chose Toys for Tots after seeing the dedication the marines had to the cause. "Toys for Tots is a great organization run by the US Marine Corp, which makes it even more worthwhile. The marines that run the program really take it seriously and care so much about the kids so it is important to me that the toys that Bench Warmer raises get distributed properly to needy kids in the area. This year Bench Warmer models will be on hand to assist at some of the actual toy distribution points where the toys are given to the kids".

Guests got to mix and mingle with over two dozen marines that came on behalf of Toys for Tots for support. The Colony was decked out with inverted Christmas trees, sparkly lights and the latest set of santa-bikini themed Holiday Bench Warmer Cards. Guests danced the night away to the sounds of the guest DJ while sipping on decadent drinks specially prepared for the event.

As well-wishers stopped by the table, the conversation focused on the toys and the kids. Shana Palmira, a Bench Warmer alumni, commented "What a great way to kick off the holidays by reuniting with old friends, attending a holiday party, but most importantly knowing that you are putting some smiles on some little faces for the holiday season".

As 2010 comes to a close, Bench Warmer has a lot planned for the New Year. Look for the re-launch of Bench Warmer clothing, along with repacking of the original Bench Warmer cards and more.