

Cost-U-Less Insurance Launches Annual Toys for Tots Drive

October 1, 2022

HUNTINGTON BEACH, Calif. Oct 1, 2022 — Cost-U-Less Insurance has launched its annual Toys for Tots partnership with the United States Marine Corps Reserve. As part of this effort, Cost-U-Less locations throughout California will host retail drop off sites for new and unwrapped toys, as well as holding toy drives at select locations.

Toys for Tots distributes toys to children in need during the holiday season. The basic mission of the Marine Toys for Tots program is to collect new, unwrapped toys and distribute those toys to less fortunate children at Christmas. Through the gift of a new toy, the program aims to help bring the joy of Christmas and send a message of hope to America's youth.

Toys for Tots works in all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands. Beginning in October, new and unwrapped toys, plus monetary donations, are collected with a destination of helping children in need. The program puts a special emphasis on children who have been affected by disaster and turmoil, such as those who have lost their homes to California wildfires this past year. Other programs include providing age-appropriate books to children and schools in low-income areas through the Literacy Program —more than 3.1 million books were distributed in 2021 and working with Native American children living on remote reservations through the Native American Program. Toys, books, and games were provided to over 186,000 Native American children.

Last year, Toys for Tots distributed an unprecedented 22.4 million toys, books, and games to 8.7 million children in need.

From 1947 through 2021, Marines, Sailors, and their volunteers have distributed 627 million toys and books to 281 million less fortunate children. From 1991 through 2021, Marine Toys for Tots Foundation has supplemented local collections with 161.5 million toys valued at over \$1.3 billion.

To learn more about how to help donate to Toys for Tots, visit www.toysfortots.org. To learn more about Cost-U-Less Insurance, visit our [About Us](#) page.