

## **Boston Team Helps the Tots During the Holidays**

Many Boston area children had a brighter Christmas, thanks to 140 local companies that helped Avnet Electronics Marketing (EM) support the Marine Corp's Toys for Tots program.

For the second year in a row, Avnet's Peabody, Mass., office raised money for Toys for Tots during a holiday event for customers and suppliers. More than 500 people – including 100 employees – brought \$5,000 worth of toys to donate, and also raised \$4,926 by entering drawings for prizes provided by Avnet and its suppliers. Moreover, Avnet, Inc. matched the money raised, bringing the total financial donation to \$9,852.

"The holidays are a great time to thank customers for their business, and in doing so we realized we had an opportunity to make a tremendous difference for children in need," says Steve Migliero, regional manager for EM Americas. "Adding a philanthropic aspect to our annual customer appreciation event not only made the event more fun for everyone, but also helped build and strengthen relationships."

To add to the festive atmosphere, Avnet arranged for the Wakefield Repertory Theatre choir to perform. Several Marines also attended to collect the toys and money raised.