

PEABODY BRINGS SUPPLIERS AND CUSTOMERS TOGETHER TO RAISE \$6,000 FOR TOYS FOR TOTS

What began as a customer appreciation event quickly evolved into much more when Regional Manager Steve Migliero decided to add a charity aspect to Avnet Electronics Marketing's annual holiday party in Peabody, Mass. He asked attendees to bring toys to donate, involved suppliers through sponsorships and placed raffle prizes at supplier booths so customers had the opportunity to interact with them.

"The event was a tremendous success because we were able to give everyone what they wanted," says Nancy King, a database administrator who helped organize the party. "Customers enjoyed good food, good music and good times with both old and new friends while our supplier partners came away saying, 'I couldn't get into this customer until now, this has been great.' We had all of this fun while also raising more than \$3,000 for the Toys for Tots program."

Avnet matched the funds raised, and the 500 people who attended (including more than 350 customers from 200 accounts) also brought \$4,000 worth of toys with them to the event. Among the prizes raffled were gift baskets created and contributed by Peabody employees.