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THE CHINESE AMERICAN MUSEUM PARTNERS WITH EL PUEBLO DE LOS ANGELES HISTORIC MONUMENT TO ORGANIZE A HOLIDAY TOY DRIVE

Toy Drive Aims To Help Create Smiles and Build New Memories For Survivors of Domestic Violence

LOS ANGELES (October 20, 2006) -- The Chinese American Museum (CAM) is joining forces with El Pueblo Historical de Los Angeles Historical Monument to kick-off a **Holiday Toy Drive** on **Sunday, November 5, 2006**. Themed, "Creating Smiles, Building Memories," toys collected from the Drive will go to benefit the *Asian Pacific Women's Center*, a non-profit organization dedicated to the development of affordable housing for women and children who are survivors of domestic violence. The Toy Drive will conclude on Monday, December 18, 2006, a day when CAM will also celebrate the Third Anniversary of its opening.

The Toy Drive was conceived as a public program to complement three exciting new exhibits that will be unveiled during the same weekend as the kick-off. Two of the three new exhibits, "*Growing Up Chinese American*" and "*Celebrate! Chinese Holidays Through the Eyes of Children*," embodies the notion of valuing childhood as a defining period in our lives where the seeds of dreams, memories and the concept of self-identity can be cultivated through the process of play and social interactions. The Asian Pacific Women's Center was selected as the recipient of the CAM/EP Toy Drive not only because of their success in serving their constituents in the Asian Pacific Islander community but also because it is these constituents and their children who are in the most need of this kind of hope and affirmation.

Participants can drop off toy donations at the Museum during normal business hours, Tuesday through Sunday, 10am – 3pm, or mailed to: The Chinese American Museum: TOY DRIVE, 125 Paseo de la Plaza, Suite 400, Los Angeles, CA 90012. The public is asked to donate new, unwrapped toys for children between the ages of one to ten years old.

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Asian Pacific Women's Center, Inc. is a nonprofit organization dedicated to the development of affordable housing for women and children who are survivors of domestic violence. As a multicultural and multilingual center, Asian Pacific Women's Center is one of the first transitional housing facilities in the United States to focus on the needs of Asian and Pacific Islander domestic violence survivors by providing culturally sensitive and language appropriate services. www.apwcla.org

El Pueblo de Los Angeles Historic Monument is home to the world-famous Olvera Street and is the oldest section of Los Angeles, with twenty-seven historic buildings clustered around an old plaza. Operated by the city of Los Angeles, plans are currently underway to restore and develop the historic buildings and to bring more people and opportunities to the area.
<http://www.cityofla.org/ELP/hisinfo.htm>

The Friends of the Chinese American Museum is a 501(c)(3) charitable, non-profit corporation serving as the support group, advisor and community link for the Museum. CAM's mission is to foster a deeper understanding and appreciation of America's diverse heritage by researching, preserving, and sharing the history, rich cultural legacy, and continuing contributions of Chinese Americans. CAM is located in downtown Los Angeles at El Pueblo de Los Angeles Historical Monument, the birthplace of Los Angeles as well as the site of the city's original Chinatown. www.camla.org

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