



The Commonwealth of Massachusetts

Office of the Senate Minority Leader

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SENATOR BRUCE E. TARR
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Press Release

FOR IMMEDIATE RELEASE

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Holiday Toy Drive Returns with Expanded 3-Day Livestream Featuring Tarr and Local Talent

North Shore and Merrimack Valley Holiday Toy Drive 3-Day Livestream Broadcast Event Streaming Live on Facebook and In-person on Dec. 3rd, 4th and 5th

Boston (11/25/24) – A longstanding holiday tradition of giving will continue this year as Senate Minority Leader Bruce Tarr (R-Gloucester) and a wide array of performers, guests, and donors begin a live broadcast tour of 14 broadcast locations on December 3 for the [North Shore and Merrimack Valley Holiday Toy Drive](#) (Toy Drive). The event will continue, broadcast live on Facebook streaming platform, for a total of 3 days, concluding on December 5.

With a tremendous amount of need to be addressed, this year's Toy Drive is expected to collect thousands of toys and thousands of dollars over the 3-day event taking place on Wednesday, December 3rd, Thursday, December 4th, and Friday, December 5th. The expanded event reinforces the Toy Drive's mission of supporting organizations that deliver critical services to families throughout the North Shore and Merrimack Valley.

Streaming live via the [Northshore and Merrimack Valley Holiday Toy Drive Facebook page](#), the Toy Drive will be traveling from community to community, broadcasting live from 14 locations – ranging from restaurants to senior centers to local businesses – each providing a place for people to gather, students and other musicians to perform, guests to be interviewed, including local personalities such as elected officials and members of the police and fire department, refreshments to be served, and, most importantly, donations of toys, gift cards and cash to be collected for charities in the area. Santa Claus will be making a special appearance at each of the 14 locations, and Mrs. Claus will be joining at surprise locations over the 3-day event.

Since 2022, the drive has stayed alive on the internet post-Covid thanks to the work of Greg Blagden of [Cape Ann Website Design](#), who helped bring the event online for hundreds of viewers and donors across the region. New this year, the event welcomes film producer and [Ridgeway Films](#) owner [Nick Pithis](#), who will enhance on-site production and help share the stories of the region's charities to even more viewers across multiple streaming platforms.

"Each year, the Toy Drive reminds us of the remarkable generosity and compassion that define the North Shore and Merrimack Valley," said **Tarr**. "I'm grateful to see this tradition return with new energy and a continued commitment to making the holidays brighter for children and families who need our support." **Tarr** continued, "This year, the outpouring of support from individuals, organizations, and local businesses has been tremendous. Their willingness to step forward strengthens this effort in every way. As we build on that momentum, we're also enhancing our livestreaming capabilities with the addition of a professional film producer to help us share the work of our nonprofit partners with even more people across the region."

Live Broadcast / Event Schedule: *(All locations are open to the public, times are subject to change)*

Wednesday, December 3rd, 2025:

7:30am – 8:30am | Capitol Diner | 431 Union Street, Lynn, MA

Toys and gift cards being collected for: *LifeScene Family & Children Services*

9:00am-10:00am | Institution for Savings with Salem State University | 6 Paradise Road, Salem, MA

Toys and gift cards being collected for: *Salem Public Schools, Pathways Family Resource Center*

11:00am-12:00pm | Aubuchon Ace Hardware | 50 Enon Street, Beverly, MA

Toys and gift cards being collected for: *Beverly Bootstraps*

1:30pm-2:30pm | Lyon-Waugh Auto Group | 7 Centennial Drive, Peabody, MA

Toys and gift cards being collected for: *YMCA of Metro North, Peabody*

Thursday, December 4th, 2025:

9:30am – 10:30am | Aubuchon Ace Hardware | 114 County Road, Ipswich, MA

Toys and gift cards being collected for: *Ipswich Caring and YMCA of the Northshore, Ipswich*

11:00am-12:00pm | Flint Public Library | 1 South Main Street, Middleton, MA

Toys and gift cards being collected for: *Neighbors in Need*

1:00pm-2:00pm | Essex County Co-Op | 146 South Main Street, Topsfield, MA

Toys and gift cards being collected for: *Tri-Town Council*

3:00pm-4:00pm | Good Day Café | 19 High Street, North Andover, MA

Toys and gift cards being collected for: *The Community Giving Tree*

4:30pm-5:30pm | Heav'nly Donuts with Rep. Francisco Paulino | 262 Essex Street, Lawrence, MA

Toys and gift cards being collected for: *Methuen Youth Innovation*

Friday, December 5th, 2025:

9:00am-10:00am | Hilton Senior Center | 43 Lafayette Road, Salisbury, MA

Toys and gift cards being collected for: *Boys & Girls Club of Lower Merrimack Valley*

10:30am-11:30am | Newburyport Bank | 63 State Street, Newburyport, MA

Toys and gift cards being collected for: *Jeanne Geiger Crisis Center*

1:00pm-2:00pm | Woodman's of Essex | 119 Main Street, Essex, MA

Toys and gift cards being collected for: *Cape Ann Kids Holiday Fund*

2:45pm-3:45pm | Greater Cape Ann Chamber of Commerce | Dock Square, Rockport, MA

Toys and gift cards being collected for: *Cape Ann Kids Holiday Fund*

4:30pm-5:30pm | Cape Ann Savings Bank | 109 Main Street, Gloucester, MA

Toys and gift cards being collected for: *Cape Ann Kids Holiday Fund*

Ways to Connect with the Toy Drive:

1. **Come in-person** to a Livestream broadcast location (listed below) for entertainment, holiday spirit, live performances, and guest interviews.
2. **Watch the Livestream** broadcasts online at the [Northshore and Merrimack Valley Holiday Toy Drive Facebook page](#) or streaming online at <https://northshoreholidaytoydrive.org>
3. **Find Toy Drive updates** and charity donation information online at <https://northshoreholidaytoydrive.org>
4. **Follow the Toy Drive** on Social Media:
 - a. Facebook: [Northshore and Merrimack Valley Holiday Toy Drive](#) and [State Senator Bruce Tarr](#)
 - b. Instagram: [@SenatorBruceTarr](#)
 - c. X (formerly Twitter): [@SenBruceTarr](#)

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