

Santa's Workshop in Pigeon Forge



In an effort to make the holidays a bit brighter for families impacted by the recent Tennessee wildfires, Santa's Sleigh, in the form of two Dollar General semi-trucks loaded with approximately 22,000 donated toys, arrived on Thursday, December 15 at the LeConte Center in Pigeon Forge.

Families who qualified for assistance from the My People Fund picked up donated toys for their children and grandchildren. This donation by Dollar General, in partnership with its toy suppliers (Mattel, Fisher Price, Crayola, MVP, Bendon, Amlold H E R, Just Play, Lovee Doll), will hopefully provide some holiday joy for children and families during this difficult time.



Dollar General also recently partnered with The Community Foundation of Middle Tennessee to donate \$200,000 in Dollar General gift cards to assist families rebuilding after the devastating wildfires near the Great Smoky Mountains in East Tennessee.

"Consistent with our mission of **Serving Others** we want to do our part to help our neighbors in our home state of

Tennessee in the wake of these tragic wildfires,” said Dollar General’s CEO, Todd Vasos. “We are grateful for the partnership with The Community Foundation of Middle Tennessee. Together, we are supporting the work of the Dollywood Foundation in helping families recover. Our stores are at the ready to help families use these gift cards to re-stock on the everyday essentials they need. We are also grateful to our vendors for joining us in donating a truckload of toys to help make the holidays brighter for families during this difficult time.”

