



Coat Drive and Toy Drive

Who: All Bryan/College Station Residents

What: Good advertising, place to collect and keep toys and coats donated

When: Coat collection was done for one men's and women's exhibition games (11/12 and 11/13). Coat donations were accepted by members of Aggie Athletes Involved (AAI) starting when doors open 1 1/2 hours prior to tipoff and continued until game time.

Toy Collection was done pre-game at selected men's and women's basketball games. Those games were most of the non-conference games that are usually not high-drawing.

Those games were:

12/1 – Men vs. Oakland – 7 p.m.

12/4 – Women vs. Texas State – 2 p.m.

12/4 – Men vs. Prairie View A&M – 7:30 p.m.

12/11 – Men vs. Alabama A&M – 2 p.m.

12/12 – Women vs. McNeese State – 2:30 p.m.

12/15 – Men vs. Louisiana Monroe – 7 p.m.

12/19 – Women vs. Northwestern State – 2:30 p.m.

12/19 – Men vs. Chicago State – 7 p.m.

Toy Donations were accepted by members of the Dance Team and the Aggie Angels (our men's basketball support group) starting when doors open 1 1/2 hours prior to tip off and continued until game time.

Where: A selected entrance at Reed Arena (the basketball venue). Everyone with donations was directed to that entrance.

How: Fans who donated a "new or gently-used" toy received free admission to any of the games designated as "Toy Drive" games. Same with the coat drive, donate a coat and get free admission to the game. This was a great way to reach out to the community and try to introduce them to the Aggie basketball program that brought in two new coaches (Men's was in his first year, women's in his second year). Coat donation were taken by AAI and they were the one that collected them from people and delivered them to the Twin City Mission. The parked a van close to the entrance and kept all donations in it. The Toy Drive benefited the Marine Corps. Once the game started all toys were moved inside to a storage location. At the final game, there was a toy presentation on the court to the Marine Corps. All toys were placed in a big box and then dragged over to the middle of the court. This received a huge ovation from the crowd! These were great promotions as everyone was a big winner.

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