

PRESS RELEASE

Protoys Giving Back

Protoys donates \$10,000 to Variety, The Children's Charity

This week Protoys donated \$10,000 to Variety, The Children's Charity. Gary Sher, Joint Managing Director of Protoys, presented David Small, CEO of Variety, with the donation.

The money will go towards empowering children who are sick, disadvantaged or have special needs to live, laugh and learn. Variety deliver a unique range of goods and services to assist with the specific needs of such children, across a diverse spectrum of physical, emotional and financial conditions.

"We feel very strongly about giving back to the greater community, especially to help needy children" Gary Sher commented. He added, "after all ... the end consumer of our business and the entire toy industry are children. It is therefore fitting to help out in this area where we can."

Terry Evian, Protoys Senior Business Development Manager, commented: "We are proud of our association with Variety. They are an energetic, dynamic organisation and we like to think that we share those qualities here at Protoys."

The plan for Protoys is to continue with this annual donation and hopefully increase the amount each year.

MEDIA ENQUIRIES

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