On December 11, 2013 the CALIFORNIA FASHION FOUNDATION (CFF), honored a TALA holiday tradition with a party for 200 elementary school children from Para Los Niños, Dolores Huerta Elementary School, Boys & Girls Clubs of Los Angeles and Boys and Girls Club of East Los Angeles.

The event, held at the Cooper Design Space, included gorgeous decorations by the Dale Zizi Showroom at the California Market Gift & Home Center, the Radio Disney "Rockin' Road Crew", a 'live' Santa Claus, a Splendid Photo booth, piñatas, and great food by Market Restaurant...a wonderful time was had by all.

Toy Giant Mattel provided a 'special' pricing accommodation for the gifts, and each child received 'goodie' bag, created by FIDM, stuffed with Barbie Dolls, Hot Wheels, beanies, t-shirts /garments, plush animals, coloring books, puzzles and much, much more.


TALA continued to honor its late President Hal Kaltman, who was a driving force for this long standing tradition.