



The 66th Annual Fashion Industry Christmas Event for Downtown Children *Quite a Celebration!*



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.

Special applause goes to the **California Market Center, Cooper Design Space, Karen Kane, Inc., KWDZ Manufacturing, LLC, Stony Apparel, The Janel Group, American Business Bank, Chraft PR, Creative Intellectuals, Defiance USA, Design Knit, Inc., Fashion Institute of Design & Merchandising (FIDM), Fineman West & Company LLP, STC-QST, LLC, Union Bank and Zappos.**

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