

SWAGTRON® “Giving Is Swag” Drive Donates \$35,000 Worth of Product To Toys For Tots

LEV maker’s first annual holiday charity drive results in nearly 600 toys sent to kids in need.

DENVER ([PRWEB](#)) January 02, 2020 -- [SWAGTRON®](#), the leader in affordable light electric vehicles including electric scooters and e-bikes, is donating nearly \$35,000 worth of product—approximately 600 kids scooters—to Toys For Tots. The donation is the result of the brand’s first annual holiday charity drive, [Giving Is Swag](#).

Throughout the holiday buying season, SWAGTRON ran a “Give 5, Get 5” donation and discount program on all purchases made through [SWAGTRON.com](#) using code GIVING-IS-SWAG at checkout. The brand donated 5 percent in-kind from any purchase made using the code to Toys for Tots, and consumers received 5 percent off the price of their purchase.

Donations were also able to be made directly without purchase at [SWAGTRON.com/giving](#). SWAGTRON matched 100 percent of donations from all sources resulting \$34,560 worth of SWAGTRON product being donated to Toys For Tots.

“We’re proud to be able to give Santa a helping hand,” says Jason Wakefield, SWAGTRON CMO. “It’s truly been an honor to be able to give back as a brand, and based on this year’s success, we look forward to making Giving Is Swag an annual tradition.”

Eight pallets of product were loaded onto a truck bound for the Marine Toys For Tots where the items will be processed and distributed to children in need.

In addition, SWAGTRON is giving away \$50,000 worth of its [Swagcycle Pro electric scooter bikes](#) autographed by some of the biggest names in music, including Sid Wilson of Slipknot, Pop Evil, Bryce Vine, Donnie Wahlberg and Jordan & Jonathan Knight of New Kids On The Block , Illenium, Krewella, Sevendust, Shinedown, Papa Roach, Skillet, Alien Ant Farm, 12th Planet, Asking Alexandria, Memphis May Fire, Scott Stapp of Creed and more such as World Champion & Olympic Hurdler, Grant Holloway.

The giveaway, designed to help raise awareness for the charity drive, gave fans the chance to enter to win an autographed Swagcycle Pro from the artist or athlete of their choice. Winners will be announced throughout the month of January.

Just a few of the \$50,000 worth of autographed SWAGTRON Swagcycle Pros being given away.

To ensure transparency and authenticity, all direct financial donations were accepted and processed through the With Arms Wide Open Foundation, a 501c3 non-profit founded by Creed frontman Scott Stapp.

SWAGTRON’s Giving Is Swag holiday charity drive will be an annual event.

For more information, visit [SWAGTRON.com/giving](#).

ABOUT TOYS FOR TOTS

Toys for Tots, a 72-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offer these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Toys for Tots Program fulfilled the holiday hopes and dreams of 7 million less fortunate children in 800 communities nationwide. Since 1947 over 251 million children have been assisted. The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps and the Department of Defense to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit www.toysfortots.org.

ABOUT WITH ARMS WIDE OPEN FOUNDATION

The With Arms Wide Open Foundation was founded in 2000 by Scott Stapp, Creed frontman whose rock band sold more than 50 million records worldwide. The Foundation's mission: "bringing hope to children and families in need." Creed donated proceeds from its Grammy award winning hit song "With Arms Wide Open," from the Human Clay album. Creed also contributed \$1 for every ticket sold on the Human Clay Tour. For the last 20 years, Scott devoted himself to "paying it forward" to others in need through numerous outreaches at the US and global levels helping underprivileged children and families around the world. The Foundation has donated over \$1 million dollars to various causes and more than 100 organizations, including the Navajo Youth Program, Coalition for the Homeless of Central Florida, American Red Cross, Orphanetwork, New Yorkers for Children, Second Harvest Food Bank, St. Jude Children's Hospital, and Leukemia & Lymphoma Society. For more information, visit <https://www.witharmswideopenfoundation.org/>.

GET SOCIAL: @SwagtronUSA on Facebook and Twitter, @SwagtronOfficial on Instagram

ABOUT SWAGTRON

SWAGTRON is the industry leader in light electric vehicles, having evolved as the forefront brand in its category. SWAGTRON was celebrated for being one of the first brands of electric rideables on the scene to offer UL certification for electrical and charging safety. SWAGTRON continues to expand and improve its line of innovative rideable products to make micro mobility solutions accessible to everyone. Learn more at Swagtron.com.



Contact Information

Don Stefanovich

SWAGTRON

<http://SWAGTRON.com>

(719) 581-9469

Online Web 2.0 Version

You can read the online version of this press release [here](#).