



PHOTOS PROVIDED BY CHILDREN'S WORLD

Children's World was awarded \$5,000 in toys by TD Monthly Magazine to share with local causes in the community.

Children's World named Year of Charity Store

By **MICHELLE RINACA**
SUN CORRESPONDENT

What would you do if someone handed you \$5,000 in toys and told you to play "Santa" in the community? How would you select the recipients? Where would you start?

These were questions that Cynthia and Tim Holliday gladly found themselves facing after their business, Children's World, was selected as a "Year of Charity" store by TD Monthly Magazine. The honor came with the responsibility of finding worthy recipients of the toys they received from Schoenhut, Douglas, Moonjar and Safari.

Admittedly, the selection wasn't as easy as they first thought. They started with the things that seemed to make the most sense. The toys awarded by Moonjar were more educational and were donated to area schools. These included games that teach children how to share, spend and save. The toys from Schoenhut included musical instruments like bells, maracas,



Cynthia and Tim Holliday, along with their daughter, pose outside the store located at 4525 Bee Ridge Road in Sarasota.

triangles and toy pianos.

The stuffed bears made their way to Manatee and Sarasota Fire departments that use animals to help young patients feel more comfortable and to show where they are hurting

or injured.

After researching for nearly a month, the Hollidays selected 21 charities in the community including Just for Girls, 40 Carrots, The Pines, Imagine School in Manatee, Dreams

are Free and other schools in Sarasota and Manatee counties. Then they asked their customers to select one more via an interactive voting session. The customers selected local non-profit Mother's Helping Mothers as the 22nd charity.

"People don't think about how needy our community really is" said Cynthia, co-owner of Children's World. "We had to look at what you got and who could benefit from it."

For example, the Hollidays discovered just how many homeless children are living in Sarasota and Manatee but quickly realized they could not give big bulky items to these children because they had no place to store the toys. Nothing they were awarded fit that description, so they decided to donate tiny pocket-sized toys from their store instead.

It's that generous and charitable spirit that made Children's World the perfect candidate for the award to begin with. The criteria to be selected by TD Monthly Magazine included exceptional

customer service, outstanding contributions and charitable giving within your own community.

"We feel we got rewarded for the things we already do" said co-owner Tim. "Giving is core to what we do anyway, like so many small businesses we feel you have to support the community that you live in."

The store, located at 4525 Bee Ridge Road in Sarasota, is widely known as a uniform supplier to area schools, the boy scouts and girl scouts. They are able to monogram and embroider in store, have an exceptionally large in-store toy department, and have a broad line of promotional products that can be customized.

The Hollidays have handled the responsibility of giving with such grace they are contenders for the award again in 2013. While they clearly meet the initial criteria, the final decision will come down to voting nationally for your favorite charity. Visit childrensworlduniform.com for details on how you can vote.

Wine Spectator
BEST OF AWARD OF EXCELLENCE
1968 TARPON CENTER DR., VENICE
941.484.9551

VENICE'S WATERFRONT LANDMARK SINCE 1976.

THE CROW'S NEST

MARINA RESTAURANT TAVERN

LUNCH & DINNER DAILY CASUAL
TAVERN MENU AVAILABLE
DOWNSTAIRS CONSISTENTLY VOTED
VENICE'S BEST RESTAURANT

MOTHER'S DAY RESERVATIONS
by phone or online
www.crowsnest-venice.com

CHECK OUT OUR PRICES

"We have moved to the Trail and we're still on Sale!!"

NOW IN STOCK
Bliss by Beaulieu
Xtra Soft/Lifetime
Stain Resistant
Starting at
\$1.77 sq. ft. installed w/pad
The Pad Place • 493-4348
Exp. 5-8-13

Celebrating Over 15 Years Serving Venice & Sarasota
FAMILY OWNED AND OPERATED

ALADDIN • MOHAWK • WUNDAWEAVE • SMARTSTRAND • BEAULIEU • BLISS • HOLLYTEX
ANDERSON • MAJESTIC • ARMSTRONG • QUICKSTEP • FORMICA • TARKETT

THE PAD PLACE

Not Just Another Carpet Store.
1st Quality ONLY • NO GIMMICKS

Venice Location
105 US 41 Bypass N.
(941) 493-4348

Sarasota Location
4694 Ashton Rd.
(941) 925-0380

LAMINATE FLOORING
5 COLORS IN STOCK
starting at
\$3.89 sq. ft. installed w/ underlayment "American Made"
The Pad Place • 493-4348
Exp. 5-8-13

VENICE AREA CHAMBER OF COMMERCE
BBB MEMBER
471835