



## **MEGA Brands kicks off Celebrity Fundraiser to benefit children in Haiti**

### ***Charity campaign launches at Melanie Segal's Kids Choice Awards Celebrity Gift Lounge starting TODAY!***

**MONTREAL – March 24, 2010** – As Hollywood preps for the 23<sup>rd</sup> Annual Kids' Choice Awards, MEGA Brands initiates a celebrity fundraising campaign benefitting children in Haiti, with the help of Melanie Segal's Platinum Publicity.

The action is taking place at Melanie Segal's Celebrity Gift Lounge on March 24-25 at the world famous Magic Castle in Hollywood. Celebrities such as Katherine Heigl, Orlando Bloom, Steve Carell and Jessica Alba have been invited to join MEGA Brands for this great cause.

As part of the "Rebuilding Haiti one Mega Blok at a time" campaign, celebrities will be presented with 25 frames made out of Mega Bloks to decorate and personalize. An autographed picture of the celebrity will then be inserted into the Mega Bloks frames and the whole will be auctioned off to benefit Haiti through Save the Children's Emergency Response Fund.

The auction, hosted on Ebay.com, will take place in April. In addition, Mega Bloks will match the proceeds raised from the auction with a donation of toys to Save the Children.

"Everyone is motivated to lend a helping hand to kids in Haiti," said Vic Bertrand, MEGA Brands' Chief Innovation Officer. "We are counting on the creativity of the celebrities to create memorable frames that will generate an exciting auction for this worthy cause!"

### **About MEGA Brands**

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. They offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products. Visit <http://www.megabrand.com> for more information. Follow us on Twitter @megabrand.

The MEGA logo, Mega Bloks, Rose Art, MagNext and Board Dudes are trademarks of MEGA Brands Inc. or its affiliates.

### **About Melanie Segal**

Platinum Publicity is a full service public relations firm specializing in celebrity relations and is becoming the industry leader in celebrity gifting and Hollywood events. Platinum Publicity keeps on the cutting edge with a modern integrated approach to PR and marketing. Because owner, Melanie Segal, believes in giving back, there is always a philanthropy aspect to her events. Follow us on twitter: [twitter.com/PlatinumPublcty](https://twitter.com/PlatinumPublcty)

## **About Save the Children**

Save the Children is the leading, independent organization that creates lasting change for children in need in the United States and around the world. Save the Children USA is a member of the International Save the Children Alliance, a global network of 29 independent Save the Children organizations working to ensure the well-being and protection of children in more than 120 countries.

For more information on “Rebuilding Haiti one Mega Blok at a time” or interview opportunities, please contact:

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