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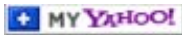
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**Monday, December 27, 2010 — 13:06:52  
(CST)**

## **Elite Merchant Solutions organizes county-wide toy drive**

Thousand Oaks, Calif., Dec. 8, 2010 -- Elite Merchant Solutions will be holding its first annual "Give Back Week", Saturday, December 11th-Sunday December 19th. Elite is a local credit card processing company whom many businesses in the Ventura County area work with. In spirit of the holidays and ensuring that those who are less fortunate within their community can enjoy the full giving spirit of the season, Elite is teaming up with local businesses to help raise money, gifts and awareness for Spark of Love.

Each year, the Ventura County branch of Spark of Love provides gifts to families who are a part of the Children's Services network. They host a holiday storefront where parents and foster parents of these children can shop for all the toys their children so deserve.

Businesses like Zin Bistro Americana, Fins Seafood, Yozen Frogurt, Guy Matthew Salon & Day Spa, Lavaggio, and TO Fish & Chips are just a few of those participating in Elite Merchant Solution's GIVE BACK WEEK. These businesses have agreed to discount regularly priced merchandise and services by 15% when customers bring in new, unwrapped toys to donate to Spark of Love during the week of the promotion.

Separately, Elite will donate the revenue generated from credit card processing transactions during this week at these specific merchants to Spark of Love. Monday, December 19th Elite will collect all the gifts that patrons have so graciously donated and deliver them to the Spark of Love.

Elite will also count on the local community and the participating merchants to spread the word as well as rely on them to use any internal marketing strategies to help generate traffic to their establishments. To learn more about Elite Merchant Solutions's GIVE BACK WEEK, visit [www.elitedatacorp.com/GIVEBACKWEEK](http://www.elitedatacorp.com/GIVEBACKWEEK).

More About Elite Merchant Solutions

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