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San Jose Santa Donates Profits Back To Community

By Joann Marie

Bruce McGuy, better known as Santa to many of us, is at it again. This time with the help of Longs Drug Stores, they will kick off the largest campaign of its kind this year.

Bruce McGuy is not just *our* local Santa anymore. With the success of his first Christmas book *Even Santa Cries Sometimes*, and his newest book, *Even Santa Laughs Sometimes* selling across the US and into Canada, he is quickly becoming nationally known. He was awarded the 1994 Outstanding Achievement Award for his first book *Even Santa Cries Sometimes*. McGuy (Santa) is already working on writing his next book, to be released in 1996.

Better known as Santa Claus to the children and parents of his San Jose community, he dresses up in his red suit on those cold December nights and greets thousands of children that come to visit him with letters in hand. He collects each child's letter and takes the time to respond to their many questions and needs, when possible, fulfills some of their dreams. He is known for his generosity to others in many different ways.

He is hard at work making sure every child in our community has a present under the tree this Christmas. For one person to take on this task would probably be impossible; except for the fact that we're talking about Santa! He just might pull it off with the much-appreciated help from Longs Drug Stores.

McGuy and Longs Drug Stores will be generously returning the proceeds to the Toys for Tots Programs. When asked what he wanted for Christmas this year, he replied, "The family of Longs Drug Stores have already given me the biggest present of all." He went on to say, "Their generosity and caring about the children in their community has touched my heart greatly."

"Longs Drug Stores are using my books as the foundation for their Toys for Tots drive this year," remarked McGuy. "I do not know of many companies that would donate that much time and money for the benefit of the children."