

# Mattel launches #ThankYouHeroes Collection with proceeds support frontline healthcare workers

Mattel launched action figures representing nurses, doctors, EMT's and delivery drivers with the net proceeds going to "providing essential supplies, equipment, and resources for protecting frontline healthcare workers and their families."

From Mattel:

"Here's how it works. Beginning April 29, 2020 through May 31, 2020, when you purchase one or more of #ThankYouHeroes collection items online, the net proceeds from the sale of each item you purchase will be donated to #FirstRespondersFirst, a fund dedicated to providing essential supplies, equipment and resources for protecting frontline healthcare workers and their families. Click here for additional terms."

Full details [here](#).