

# LittleBricks Charity and Fil Fest USA Partner to Launch Custom LEGO® Jeepney Set: Unveiling Event at The Children's Museum of Virginia with Mayor Shannon Glover

09/13/24 Portsmouth, VA – This Sunday marks a celebration of culture, creativity, and compassion as *LittleBricks Charity* partners with *Fil Fest USA* to unveil a Custom LEGO® set inspired by the iconic Filipino Jeepney. The event will take place at 1:00 PM at *The Children's Museum of Virginia*, where Russell Cassevah, TikTok Creator and CEO of *LittleBricks Charity*, will be joined by Portsmouth Mayor Shannon Glover for a live build of the Jeepney set.

## **Live Event Information:**

**Date:** Sunday Sept 15<sup>th</sup>

**Time:** 1pm

**Place:** Children's Museum of Virginia

**Media:** Media is encouraged to attend the event and after build interviews.

Designed to educate and inspire future generations about Filipino heritage, the Custom LEGO® Jeepney set is a playful yet meaningful tribute to an essential part of the Philippines' cultural history. The partnership between LittleBricks Charity and Fil Fest USA highlights the importance of keeping cultural stories alive through innovative, hands-on learning. "We're excited to provide a fun way for children, especially those of Filipino descent, to connect with their roots while experiencing the joy of building," said Cassevah.

During the event, special puppet guests from *The Sandy Castle* will add an extra layer of entertainment as they join us for the interactive building experience. The live event will also teach participants about the Jeepney's historical significance in the Philippines, tracing its evolution from a vehicle used in World War II to the vibrant symbol of Filipino culture it is today.

Russell and Mayor Shannon Glover will lead the construction of the first Custom LEGO® Jeepney set in front of an audience in person and on TikTok, creating a unique moment for the community to witness. Mayor Glover, a strong advocate for educational and cultural initiatives, shared his excitement about participating in this family-friendly event, which is poised to draw both members of the Filipino and Hampton Roads communities.

What makes this event even more special is its charitable impact. For every preordered LEGO® Jeepney set, one will be donated to a hospitalized child, ensuring that the joy of building extends far beyond the Sunday event and Fil Fest. With only 350 sets available for preorder, these limited-edition sets are expected to go quickly, offering a meaningful way for families to engage with Filipino culture while supporting children in hospitals nationwide.

"We believe that for every build, there's a story," Cassevah explained. "And the story of the Jeepney is one we're honored to tell."

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The unveiling event promises a lively atmosphere, with the camaraderie of a shared build, interactive history lessons, and community leaders coming together for a meaningful cause. Media attendance is encouraged, as the appearance of Mayor Glover and the unique cultural significance of the Custom LEGO® set make this a standout event for the Portsmouth community.

**For more information, interviews, or media inquiries, please contact:**

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**Fil Fest USA:** Naomi Estaris – [Naomiejewel@gmail.com](mailto:Naomiejewel@gmail.com) 757-647-2576

**More About:**

**LittleBricks Charity:** Since 2019, LittleBricks Charity has delivered more than 16,000 LEGO Sets to 56 Children’s Hospitals nationwide. Their mission to build BIG smiles through their mental health build programs has allowed them to create a new type of custom hospital interaction, extending play and creating more positive moments in hospitals.

**Fil Fest USA 2024:** Fil Fest USA 2024 is celebrating its 10th anniversary on October 5th and 6th at the Atlantic Union Bank Pavilion in Portsmouth, VA. This free, family-friendly event will run from 9 AM to 6 PM on both days, showcasing Filipino culture with food trucks, craft vendors, live entertainment, and performances. Attendees can enjoy traditional dishes like lumpia and pancit while supporting Filipino-owned small businesses. Bring your lawn chairs and blankets for a weekend filled with community, innovation, and cultural pride. Don’t miss this milestone celebration in Historic Olde Towne Portsmouth!

**Children’s Museum of Virginia:** The Children’s Museum of Virginia, located in Olde Towne Portsmouth, is the largest children’s museum in the state. It offers two floors of interactive exhibits and a planetarium. Through its interactive exhibits, the museum fosters the power of play as a critical tool in children’s development. Play encourages creativity, problem-solving, and social interaction, helping children explore the world safely and engagingly. The museum strengthens community ties by providing immersive experiences, offering a space where families can come together to learn, grow, and share in the joy of discovery. The Children’s Museum is a fun hub and an essential resource for building a stronger, more connected community.