

# Santa's on a mission

IT TURNS OUT THE REAL KING OF QUEENS IS SANTA, AND HE THROWS ONE HECK OF A PARTY EVERY YEAR.



Joe Mure, a member of the Bensonhurst and Bay Ridge, Brooklyn Kiwanis Club, is an energetic, happy, social, caring man who happens to give away toys and food every December in front of his home in Neponsit, a neighborhood in Queens, New York. Everyone knows him. People are inspired by his giving. He's, well, very much like Santa Claus.

Mure has made it his mission to spread awareness about juvenile diabetes, a disease that runs in his family. And he does it in the biggest way. After work forced the attorney to miss a Christmas with his young daughter one year, he vowed to never let that happen again. So every December for the past 18 years, he's had a free, huge party in front of his house (called The Little

North Pole), complete with entertainment, food, gifts and a visit from Santa. The only thing Mure asks for? A donation to fight juvenile diabetes.

To date, he's collected and donated more than US\$1 million to fight juvenile diabetes. He also donates money to the Rockaway Children's Fund, established to benefit children who were affected by September 11, 2001, and the November 2001 plane crash into the Belle Harbor neighborhood near Mure's home.

"All my friends and neighbors are out here to help," Mure says. "We'll have 60 to 70 people unloading trucks of decorations. The more people who get to know me understand me and what I'm doing and want to help. We put a lot of smiles on a lot of faces. That's what we do."



The light show alone (opposite page) at Joe Mure's house is enough to put passersby in a holiday mood. But the New York Kiwanian inspires the spirit of giving by closing off the street, setting up a stage and hosting a series of parties for thousands of guests. Children's choirs (above) and USO shows (below) entertain. At press time, Superstorm Sandy had devastated the East Coast. Our thoughts are with those affected by the storm.

*Joe Mure may not look like Santa, but he puts smiles on the faces of thousands each December.*

