

For Immediate Release

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## **American General Media's 2nd Annual Brightens the Holiday for Albuquerque and Santa Fe Kids**

*ALBUQUERQUE, NM DECEMBER 17, 2012* - American General Media's Second Annual United to Give toy drive was a huge success this weekend as the Albuquerque and Santa Fe communities came together to donate over 2,000 toys over a four-day period. Toys collected in Santa Fe were donated to Santa Fe's Esperanza Shelter and toys collected in Albuquerque were donated to APS Title 1 Homeless Project and PB&J Family Services.

Each of the four days of the toy drive were hosted by different Wal-Mart locations in both Santa Fe and Albuquerque and American General Media's stations (KABG-FM, KAGM-FM, KDLW-FM, KHFM-FM and KLVO-FM) were on-site to broadcast live from 6:00 a.m. to 6:00 p.m. from Thursday through Sunday during the drive.

"We were very proud of both communities and the generosity they showed by their donations", said John Andersen, event organizer. "We were even more pleased that the donations in Santa Fe and Albuquerque can stay in those towns to truly serve their communities. The community really responded and stepped up to make the holiday season a little brighter to some of these kids," said Andersen.

Monetary donations as well as gift cards and an assortment of coats, shoes, home goods, diapers and other items were also donated and distributed to the benefitting charities.

There were also a number of celebrities, dignitaries and organizations who showed up over the four-day toy drive to show their support including Steven Michael Quezada of *Breaking Bad*, Gregory Heltman of the Santa Fe Symphony, Roger Melone, Music Director of the New Mexico Symphonic Chorus, the Duke City Darlins and KAGM-FM artists Loverance and Jonn Hart.

We would like to thank Wal-Mart for hosting each day's toy drive as well as S&M Moving Systems United Van Lines for their help in collecting and transporting the toys to each charity securely.

There are plenty of pictures to be collected and are available to media by request. If you would like a copy of any of the event pictures, please send your request to John Andersen via email at [jandersen@americangeneralmedia.com](mailto:jandersen@americangeneralmedia.com).

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