



FOR IMMEDIATE RELEASE

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WILD 94.1 ANNOUNCES 3RD ANNUAL TOY DRIVE

ST. PETERSBURG, FL – WILD 94.1 has announced **Orlando's Toy Drive**, Monday, December 8th – Saturday, 13th at MetroPCS, located at 2907 N. Dale Mabry Hwy in Tampa. This year marks the third installment of the annual event, which will move to Tampa from St. Petersburg. During a kick-off celebration at 6:00pm on Monday, December 8th, WILD 94.1's Program Director and Morning Show Host, Orlando Davis will be lifted atop the "Toy Drive Tower", where he will live for five nights to help collect donations for the children and families of the Tampa Bay community.

All donations collected will benefit The Children's Home a non-profit organization, which serves as a sanctuary to abused, neglected or abandoned children in our community. New, unwrapped toys, bicycles and gift cards will all be accepted during the Toy Drive.

"Toy Drive is special to me because living outdoors, for five days isn't comfortable, but neither is not having gift cards, bikes or toys for children who've already had a rough start. The Toy Drive helps The Children's Home accomplish their goals while also helping so many other charities". Orlando added, "It was important to me to find a way that I could help besides simply cutting a check. I still have, every year, but this visual coupled with everyone doing a little, ends up helping a lot. That's a win for us all!"

"The success of Orlando's Toy Drive shows how active and caring the Tampa Bay community is, and we feel blessed to live in such a special place. Seeing the smiles and excitement of the children when they open their gifts is heartwarming. We are so grateful to Orlando, WILD 94.1, and our many friends that help make Christmas a happy time for all the girls and boys at The Children's Home," said Irene K. Rickus, CEO and President. "Thank you to everyone for their passion, time and resources to make this WILD 94.1 Toy Drive happen every holiday season." Rickus added.

Orlando will remain on the Toy Drive Tower the entire length of the Toy Drive as he broadcasts live to create awareness for the cause. The two-story structure will feature minimal amenities, including only a tent with an inflatable mattress and sleeping bag to protect him from the elements. Last year Orlando's Toy Drive received 221 bicycles and over \$6,032 in gift cards and donations for The Children's Home.

The event is supported by: MetroPCS, 1-800-ASK-GARY, Courtesy Toyota, McDonald's, Reliant Tax & Financial Services, Subway, Sun Belt Rentals, Chili's, PODS, Florida Carpenter's Regional Council – Local 1905, and Soney FM LLC.

For complete information on Orlando's Toy Drive and how you can help visit www.WILD941.com.

Details of Orlando's Toy Drive

WHAT: Toy Drive to collect gift cards, bikes, and new unwrapped toys for The Children's Home of Tampa

WHEN: Begins Monday, December 8 at 6:00 PM and ends on Saturday, December 13 at 6:00 PM

WHERE: MetroPCS, 2907 N. Dale Mabry Hwy in Tampa (corner of Columbus Dr and Dale Mabry Hwy)

WHO: Orlando Davis, WiLD 94.1 Program Director and Morning Show Host

CONTACT: For additional details, contact J.J. Paone, Promotions Director for WiLD 94.1, at 727-563-8807 or jjpaone@cbsradio.com.

ABOUT THE CHILDREN'S HOME: Since 1892, The Children's Home continues to strengthen communities through programs that support, serve and protect children and their families. Its programs help over 15,000 children and adults each year by: strengthening families through family support, outreach, and prevention services; supporting children through therapeutic and traditional foster homes; supporting relative care-givers as they provide for children in their care; and healing the trauma of abuse and neglect for over 100 children in residence annually on its healing campus.

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