

FOR IMMEDIATE RELEASE

13th ANNUAL AJ'S KIDS CRANE RETURNS TO SAN DIEGO'S NEW HIT MUSIC STATION...ENERGY 103.7

San Diego, CA – ENERGY 103.7 will once again partner with IKEA for the 13th Annual AJ's Kids Crane Friday, November 7th in the IKEA parking lot located at 2149 Fenton Parkway in Mission Valley. San Diegans are encouraged to donate toys in exchange for various prizes and/or activities. The event, originally created by morning radio personalities AJ Machado and Hula Ramos, will feature AJ living atop a 30-foot "crane" – rain or shine – with the goal of collecting 100,000 toys benefitting AJ's Kids Fund for Rady Children's Hospital San Diego.

The toys are collected and donated to help the young patients feel more at ease while undergoing procedures or a stay at Rady Children's Hospital. "It's been incredible watching the community of San Diego grow this annual toy drive over the course of a dozen years. I have faith that we'll have another great event benefitting the amazing patients at Rady Children's Hospital" says Machado. To watch a video about what inspires The AJ Show to continue AJ's Kids Crane visit <http://energy1037.cbslocal.com/2013/10/18/ajs-kids-rady-childrens-hospital-san-diego/>.

The event kicks off Friday, November 7th with special events, themes and prizing happening each day for an entire week. Attendees can expect the return of *Kids Day* with activities specifically for children, the *Taste of the Crane* featuring sampling from over a dozen San Diego restaurants, *Toyota San Diego Movie Night*, *Food Truck Round Up* and the addition of several new themes to be announced. San Diegans are encouraged to donate toys or monetary donations and as a show of appreciation and thanks from ENERGY 103.7 partners will receive various prizes including LEGOLAND® California child tickets, Disney On Ice tickets as well as tickets to an exclusive ENERGY 103.7 SeaWorld® Christmas Celebration – just to name a few. A complete AJ's Kids Crane schedule of events and prizing will be available beginning November 3rd on ENERGY1037.com.

Media is encouraged to attend opening day and are invited to interview AJ inside the Crane as well as Rady Children's Hospital & IKEA representatives prior to the start of the week-long fundraiser on Friday, November 7th beginning at 6am. The AJ Show can be heard weekday mornings from 6 a.m.-10 a.m. on ENERGY 103.7 – KEGY FM.

About Energy 103.7 (KEGY-FM)

Owned and operated by CBS RADIO, Energy 103.7 is San Diego's new hit music radio station that launched March 29, 2012. CBS RADIO, one of the largest major-market radio operators in the United States is a division of CBS Corporation. CBS RADIO operates 126 radio stations, the majority of which are in the nation's top 50 markets. In San Diego, CBS RADIO also owns and operates KYXY-FM.

About CBS RADIO

CBS RADIO is one of the largest major-market broadcast media operators in the United States and the undisputed leader in news and sports radio. Producing original audio and video content, live events and exclusive programming broadcast via on-air, online and mobile platforms, CBS RADIO reaches more than 72 million consumers nationwide each week. As a part of CBS Corporation, the division owns 126 radio stations in 27 markets – including all of the top 10 as ranked by Nielsen Audio – as well as an extensive array of digital assets. CBS RADIO distributes its programming via AM, FM and HD Radio stations, Radio.com and CBS Local Digital Media apps, making engaging with audiences easier than ever before. For more information on CBS RADIO, please visit www.cbsradio.com.

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