

FOR IMMEDIATE RELEASE
Contact: Kiku Boyance
858.571.7600 x143
Kiku.Boyance@CBSRadio.com



**AJ'S KIDS CRANE BENEFITTING RADY CHILDREN'S HOSPITAL
KICKS OFF NOVEMBER 7th - SCHEDULE OF EVENTS**

San Diego, CA – AJ's Kids Crane – The annual toy drive created by ENERGY 103.7 personalities AJ Machado and Hula Ramos begins Friday, November 7th in the IKEA parking lot located at 2149 Fenton Parkway in Mission Valley. AJ takes toy drives to a new height as he lives atop a 30-foot structure collecting toys for over a week. San Diegans will be encouraged to donate a toy for Rady Children's Hospital San Diego in exchange for various prizes and/or activities each day at the 13th Annual AJ's Kids Crane. First come, first served, one ticket (or entry), per person, must be present, per new toy donated. Visit ENERGY1037.com for details.

Below are a few scheduled highlights of this year's upcoming event:

Friday- November 7, 2014

Kickoff Breakfast (7am-9am) – Donate a toy and enjoy breakfast from IKEA and watch AJ raise up high above San Diego

Mayor Kevin Faulconer (8am) - Joins us at the Crane to kick things off

Pet Meet Up (11am-2pm) - Get your dog groomed and take a pet photo with Santa or take part in the open casting call by Animal Actors International

Girl's Night Out (5pm-8pm) - Have your hair & makeup done by professionals and watch a live fashion show by Kotton Candy Co.

Saturday- November 8, 2014

BabyPalooza (10am-2pm) – It's our baby expo with vendors, and a diaper derby at noon

Sports and Fitness (3pm-8pm) - Get your Zumba on or watch a martial arts demo

Toyota San Diego Movie Night (8pm on) – Featuring the hit FROZEN Sing Along

Urban Camping Night at the Crane (10pm on) - Have you ever wanted to see how AJ braves the elements sleeping at the IKEA parking lot? Join us and find out!

Sunday- November 9, 2014

CraneCon (10am-6pm) - Mini comic con including cos-players, comic books, panelists, and more

Monday- November 10, 2014

Princess Tea Party (11am-1pm) Bring your kids for free lunch, desserts and tea and meet & take photos with your favorite Princess

Taste of the Crane (5:30pm-8:30pm) - 16 restaurants compete in a food sampling competition and YOU'RE the judge

Tuesday- November 11, 2014

Kids Day & Nite (1pm-8pm) – Kids will be able to take part in Farm Education and other cool, hands-on kids activities courtesy of Suzy's Farm. Then meet a Princess and check out a tumble gym bus, and more!

Wednesday- November 12, 2014

One World Festival (5pm-8pm) – Experience cultural entertainers and food from around the world

Jiff Pom at the Crane (6am-8am) - Social Media superstar (Katy Perry's Pomeranian in the Dark Horse video and Cover Girl Commercial)

Thursday- November 13, 2014

Food Truck Nite (5pm-8pm) – a literal round of six of San Diego's favorite Food trucks selling their most popular dishes with a portion of the proceeds benefiting Rady Children's Hospital along with opportunity drawings and great prizes

Crane Idol Karaoke Competition- (6pm-8pm) – Take part in a singing competition the live band, Rock Out Karaoke

Friday- "AJ Comes Down From the Crane" Brunch – Come celebrate AJ's weeklong, outdoor adventure and find out the final toy count including brunch, music and more

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. For more about Energy 103.7, please visit www.ENERGY1037.com.

* * *