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THE SALVATION ARMY

Columbus Area Services
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TWELVE HOUR TOY DRIVE TO BENEFIT CHRISTMAS CHEER

FOR IMMEDIATE RELEASE

November 20, 2006

Columbus, OH – WCOL 92.3 and Kroger Marketplace are teaming up to host a 12-hour toy drive to benefit The Salvation Army. Dubbed, “**12 Hours of Salvation**,” this toy drive will take place Friday, December 1, from 6:00 am to 6:00 pm at the Gahanna Kroger Marketplace, located at 300 South Hamilton Road.

All toys collected during the 12-hour event will be donated to The Salvation Army and distributed to families in need during The Army’s annual Christmas Cheer program on December 20-21. Woody, Zuko, Stacie and the entire WCOL team will broadcast LIVE from the Kroger Marketplace throughout the day and encourage listeners and Kroger customers to purchase and drop off new toys. National and local performers will be on hand to provide live entertainment. The Army’s Red Kettles will also be set up for those wishing to make a monetary donation.

“As the holidays approach, Kroger is very pleased to have this opportunity to team up with The Salvation Army and WCOL,” said Bruce Macaulay, president Kroger Company Great Lakes Division. “We salute The Salvation Army and its Christmas Cheer program, which is making the season brighter for so many right here in our community.”

Christmas Cheer, one of the largest holiday food and toy distribution programs in Ohio, will take place in the DiSalle Building at the Ohio State Fairground and Expo Center, located at 717 East 17th Avenue. Christmas Cheer is just one of the many community activities sponsored by The Salvation Army in Greater Columbus. Other programs and services provided year round include job training, after-school learning centers and housing assistance for homeless families.

For more information, please contact The Salvation Army at (614) 437-2138, or log onto SalvationArmyColumbus.org.

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“The Salvation Army serves people in need without discrimination. By putting funds to maximum use, The Army provides services, programs and ministries that produce measurable, life-enhancing results.”