



For Immediate Release : Radio M*A*S*H Starts Tomorrow

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The 29th Annual Radio M*A*S*H Toy Drive kicks off TOMORROW, 6am on Thursday, November 29th, 2012 and continues through 10am on Monday, December 3rd 2012. For five days, the corner of Harvey Road and Earl Rudder Freeway in the Post Oak Mall parking lot in College Station will resemble an Army camp with the singular mission of ensuring every child in need in the Brazos Valley has gifts under their tree. Brazos Valley Communications radio stations, 98.3 KORA, 1240 Radio Alegria, 101.9 The Beat, Rock 103.9, and Oldies 107.3 man the effort and will broadcast from the “camp” continuously throughout the five-day event. Solicitations are made for new and gently used toys as well as cash donations for the purchase of toys from local businesses. Radio M*A*S*H also relies upon the efforts of the USS Intangible, a local science fiction fan club that uses their vacation time to serve as “toy doctors” performing minor repairs, inserting batteries, and guiding sorting and packaging efforts in the toy tents. The Texas Army National Guard, numerous title and in-kind sponsors and many other individual volunteers and organizations also make the effort possible along with local schools and community organizations who distribute the gifts to Brazos Valley children in need who have been pre-qualified on their lists.

Thanks to the generosity of Brazos Valley residents, last year Radio M*A*S*H filled Christmas lists for over 5,600 children. The volume of wish lists are on a record setting pace this year with over 6,400 lists with toys for tweens and teenagers a particular need. No used stuffed animals or large riding toys, please.

Please help **Make*A*Smile*Happen** for less fortunate children again this year.

