



NORTH SHORE RADIO
North Shore 104.9 FM &
The Legends 1450 AM
Your Hometown Radio Stations

FOR IMMEDIATE RELEASE
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**NORTH SHORE 104.9 & SENATOR TARR
HIT THE ROAD FOR 11th ANNUAL HOLIDAY TOY DRIVE**

Annual Holiday Toy Drive expected to collect thousands of toys for North Shore Children in need

BEVERLY, MA- Once again, North Shore 104.9 and State Senator Bruce Tarr will hit the road collecting toys for children on the North Shore and broadcasting live all day. This year's Holiday Toy Drive will take place on Friday, December 15th from 6am to 7pm from seven locations on the North Shore. The live broadcast will feature local entertainment, school choirs and bands, great food and interviews. The United States Coast Guard, the Coast Guard Auxiliary and the big guy himself Santa Claus will also join us on the road.

"Each year we collect thousands of toys for children in our communities who are in need. This drive generates the support of people of all ages and I am always amazed at their generosity," said Tarr. "It is this enthusiasm and selfless giving that brings me back each year." This toy drive will be his 11th since being elected into the Senate in 1994.

"It energizes each and every one of us to see all the thousands of toys collected all over the North Shore that will end up in the hands of deserving children," commented Todd Tanger, President of North Shore 104.9. "We are very appreciative of everyone's generosity of time and resources to make this Toy Drive happen every holiday season."

The scheduled broadcast locations are as follows. (Times are subject to change):

6:00am-7:30am	Capitol Diner Toys being collected for: <i>Toys for Tots- Coordinated by the Lynn English High School R.O.T.C.</i>	431 Union Street, Lynn, MA
8:00am-9:00 am	Salem Plumbing Supply Toys being collected for: <i>Salem Charities- Coordinated by North Shore Community Health Inc.</i>	97 River Street, Beverly, MA
9:30am-10:30am	Richardson's Ice Cream Toys being collected for: <i>Neighbors in Need</i>	156 South Main Street, Middleton, MA
11:00am-12:00pm	First National Bank of Ipswich Toys being collected for: <i>Action Inc.</i>	31 Market Street, Ipswich, MA
12:30pm-1:30pm	Woodman's of Essex Toys being collected for: <i>Action Inc.</i>	121 Main Street, Essex, MA
2:00pm-3:00pm	Manchester Athletic Club Toys being collected for: <i>Action Inc.</i>	8 Atwater Avenue, Manchester, MA
3:30pm-4:30pm	Tuck's Candy Toys being collected for: <i>Action Inc.</i>	15 Main Street, Rockport, MA
5:00pm-6:00pm	TBD Toys being collected for: <i>Action Inc.</i>	Main Street, Gloucester MA

The broadcast will begin at the Capitol Diner at 6am on December 15th and will end in Gloucester with free pictures with Santa, refreshments, and performances by school choirs and local musicians.

Everyone is encouraged to visit the broadcast locations and remember to bring a new, unwrapped toy or monetary contribution. Other satellite drop off locations include The Learning Express of Beverly, The Century House Restaurant in Peabody, Blueberry Hill Nursing Home in Beverly, The UPS Store of Rowley and Qdoba on Route 114 in Peabody. All locations will be accepting donations starting the day after Thanksgiving up until the day of our broadcast on the 15th.

For further information, please call Julie Chouinard at North Shore 104.9 at 978-927-1049 extension 16 or Senator Bruce Tarr at 617-722-1600.

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