



United Way of
the Valley and
Greater Utica Area

FOR IMMEDIATE RELEASE:

United Way Will Distribute Toys for “Stuff the Bus” Toy Drive

Utica, NY (November 18, 2009) — United Way of the Valley and Greater Utica Area will distribute toys to area children in conjunction with the holiday “Stuff the Bus” campaign.

Each year media outlets Kiss-FM, Bug Country and WKTV collaborate for an annual toy drive to make the holidays a little more special for area children. This year Bernie Bus has joined the team and the goal is for area residents to “Stuff the Bus” and fill it to the brim with new toys.

The bus can be stuffed at the following locations throughout the area during the holidays:

November 20 th	New Hartford Shopping Center	5PM to 9PM
November 26 th	Clinton Stroll	2PM to 6PM
November 27 th	Herkimer Wal-Mart	12PM to 4PM
December 5 th	The Orchards in New Hartford	12PM to 4 PM
December 12 th	The Plaza in Rome-Black River Blvd.	12Pm to 4PM

Toys can also be dropped off at AmeriCu Credit Union in Herkimer and North Utica, Bernie Bus Service in Rome, and Store America in Marcy.

After the toys have been collected, United Way of the Valley and Greater Utica will partner with Catholic Charities to distribute the toys in mid December. “We are delighted to be a part of this venture that will bring so much joy to so many kids during this special time of the year,” said United Way Executive Director Phil Hayne. “Kiss FM, Bug Country and WKTV do a terrific job and we are pleased to be of service to this special project. We look forward to working with Catholic Charities and area programs and agencies to distribute toys and cheer to children in all corners of our community.”

A toy distribution plan will be posted on the United Way website in mid December at unitedwaygu.org.

About United Way

United Way of the Valley & the Greater Utica Area is a local, independent nonprofit organization funding area programs and initiatives that address the most crucial, local community issues. United Way’s strength is its ability to improve lives by mobilizing its partners to create positive, sustained change in community conditions with measurable results. For more information, visit www.unitedwaygu.org or call 315.733.4691.

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