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EAGLE RADIO PRESS RELEASE

PRESS RELEASE: TOY APPEAL BRINGS SMILES TO THOUSANDS OF CHILDREN THIS CHRISTMAS

Eagle Radio, Surrey and Hampshire's most listened to local and commercial radio station, has helped to bring a smile to the faces of thousands of children this Christmas.

The Christmas Toy Appeal saw people all across our two counties donate a gift to a less fortunate child.

With **60 local charities** requesting help, we had a target of collecting 3,000 toys in four weeks in order to meet demand. The final number donated by our listeners stands at **more than 4,000**.

Many local businesses got in on the act, holding collections amongst staff and buying toys instead of doing Secret Santa. A number of local schools and colleges also got involved and helped to raise awareness.

The toys have all been delivered to children at special needs schools, refuges, local hospitals and hospices in time for the big day.

Some charities had the added bonus of receiving their festive delivery from veteran Eagle Radio afternoon presenter Kim Robson, who said: "At Eagle Radio we all like to throw ourselves into everything we do, so to become Santa's little helper for a few weeks by collecting and delivering the toys donated to the appeal was an absolute pleasure.

"It's when you actually get to meet some of the youngsters who will benefit that you really appreciate the importance of the Toy Appeal and its place in our local community."

Eagle Radio Managing Director Paul Marcus said: "Despite Surrey and Hampshire being widely perceived as a wealthy area, there are families living in our community who are amongst the poorest in the country.

"Thanks to the generosity of local people, we hope that every child in Surrey and north-east Hampshire will get a toy this Christmas.

"We would also like to place on record our appreciation to local libraries for their support as collection points and of course the charities and organisations who have helped to ensure that the toys have found their way to where they are needed most.





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“Last, but not least, we could not have done the Toy Appeal without the help and support provided by Santa Fir Christmas Tree Farm and Shops, which is the official sponsor of the Toy Appeal 2014.”

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NOTES TO EDITORS:

A list of the organisations which benefitted is available here:

<http://www.964eagle.co.uk/toyappeal/whobenefits.php>

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Eagle Radio & Eagle Extra have a reach of 130,000 weekly listeners across Surrey and North East Hampshire

