



MEDIA ADVISORY

December 15, 2009

WHO: Washoe County Sheriff's Office

WHAT: Christmas on the Corridor - giving gifts and treats to local elementary students and kids and seniors living in the downtown corridor

WHEN: December 19, 2008 10:00am delivery at local schools
11:00am begins parade from Bavarian World

WHERE: 4th Street Corridor in Reno
Meeting at Bavarian World

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The Reno Sparks Corridor Business Association (RSCBA) and the Washoe County Sheriff's Office are proud to announce the 13th year of Christmas on the Corridor. The event takes place December 19, 2009 at 11:00am at Bavarian World on the corner of 6th and Valley Road.

This program started by simply handing out cookies and candy to 200 children on East 4th Street. This year, thanks to the generosity of community members, in addition to helping children & seniors along the 4th, 5th, & 6th Street Corridor, they will also provide 50 students at participating Washoe County Elementary Schools with gifts during the Christmas Season. It is expected they will help more than 2,500 children & seniors celebrate Christmas this year.

The RSCBA, Washoe County Sheriff's Office and their partners both public and private endeavor to bring Christmas to many children who would otherwise go without. We also sponsor families throughout the year providing food, clothing, everyday essentials and school supplies.

The following is a list of participating schools:

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|----------------|---------------|---------------|--------------|
| ALLEN | ELMCREST | NATCHEZ | SUN VALLEY |
| BENNETT | GREENBRAE | PEAVINE | TAYLOR |
| BOOTH | HALL | PLEASANT VLLY | TOWLES |
| CANNAN | HIDDEN VALLEY | RISLEY | VERDI |
| CAUGHLIN RANCH | LEMMON VALLEY | SIERRA VISTA | VETERANS MEM |
| CORBETT | MATHEWS | SILVER LAKE | WARNER |
| DESERT HEIGHTS | MAXWELL | KATE SMITH | WESTERGARD |
| DONNER SPRINGS | MITCHELL | SMITHRIDGE | WINNEMUCCA |
| DRAKE | MOUNT ROSE | STEAD | |

Additional questions please contact Brooke Howard at 785-4244 or Gaye Canepa at 323-0220.