



MEDIA ADVISORY

WHO: Washoe County Sheriff's Office

WHAT: 4th Street Christmas - giving gifts and treats to kids and seniors in the 4th Street Area

WHEN: December 16, 2006 11:00am

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

CONTACT: PIO Deputy Brooke Keast
911 Parr Blvd Reno, NV 89512
Office 328-6370, cell 771-8252, (after hours) pager 858-2569
www.washoesheriff.com

The Reno Sparks Corridor Business Association (RSCBA) and the Washoe County Sheriff's Office proudly announce the 11th year of Christmas on the Corridor December 16, 2006 at 11:00 starting at Bavarian World on the corner of 6th and Valley Road.

This program started eleven years ago when we delivered cookies and candy to 200 children on East 4th Street and has now evolved into giving fresh baked cookies, candy, toys and clothing to more than 700 children in the East and West 4th Street area, 6th Street, 5th Street, 2nd Street, Mill Street, Denslow Drive and downtown Reno.

The program has also provided food, clothing and needed items to several seniors living in motels in these areas.

The RSCBA and the Washoe County Sheriff's Office have partnered with the many entities both public and private.

The RSCBA, Washoe County Sheriff's Office and their partners 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.

Additional questions please contact Gaye Canepa at 323-0220 or Wendy Keller at 785-4244.