



MEDIA ADVISORY

December 15, 2009

“Stuff the S.W.A.T. Van with Denim”

WHO: Reno Rodeo Foundation, KOH NewsTalk 780, Synergy Communications, KBUL, Sam's Club and the Washoe County Sheriff's Office

WHAT: Reno Rodeo Denim Drive “Stuff a SWAT Van” with donations of new jeans, socks and underwear to benefit thousands of abused and neglected infants, children and teens in protective custody and foster care

WHEN: **December 16, 2009 from 3:00 PM to 6:00 PM**

WHERE: **Sam's Club parking lot, 4835 Kietzke Lane, Reno**



The Reno Rodeo Denim Drive, Washoe County Sheriff's Office, Synergy Communications, Sam's Club, KBUL and KKOH are encouraging the community to “Stuff the SWAT Van” with new denim clothes, socks and underwear, tomorrow, December 16th from 3:00 to 6:00 pm at Sam's Club parking lot. In addition, Brownie Troop 1030 from Spanish Springs will be delivering hundreds of pairs of socks and underwear they have collected over the past couple of months. The Reno Rodeo Foundation will be awarding them their badges and highlighting their dedication to helping survivors of abuse and neglect.

“The Reno Rodeo Denim Drive makes such a difference in the lives of children who have been rescued from unsafe homes,” says Sheriff Mike Haley, “We are very pleased to participate in this effort.”

The population of children residing in protective custody shelters throughout Northern Nevada is constantly changing. The children in the shelter today may be reunited with family or moved to foster care while others arrive with nothing to call their own. The Reno Rodeo Foundation Denim Drive continues through December 18, collecting clothes and cash donations during the holidays, but provides services for these children all year long.

Visit RenoRodeoFoundation.org for a complete list of collection locations or to donate on-line. 100% of donations go directly to the children.