



FOR IMMEDIATE RELEASE
November 19, 2010

NEW RECORD FOR CHRISTMAS WISH ON-AIR CAMPAIGN!

CITY OF TEMISKAMING SHORES – The annual 27 hour on-air blitz for the 24th Annual CJTT FM Christmas Wish blitz ended today with \$64,273.47 being pledged to ensure area children have a magical Christmas morning.

Over a dozen volunteers from the community added their voices to that of Jack Morin, CJTT FM Sports Director and Gail Moore, CJTT FM Station Manager, to encourage donations during the three-day period – November 17th to 19th. In addition to the continued support of many local businesses, schools and groups, the success is partially attributed to the timing of the Smile Cookie campaign which ran a week earlier this year. Collectively, the two New Liskeard Tim Horton's locations sold 10,742 cookies. "The in memoriam donations also played an important role in this year's fundraising efforts. It was touching to read the donations, and sobering to see how many fine people passed in our community this year," said CJTT FM Station Manager, Gail Moore.

The Christmas Wish program is intended for area families dealing with unfortunate circumstances with children up to age 13. The program is designed to make Christmas a magical time for area children from Temagami to Englehart, Elk Lake to Notre Dame du Nord. It is not a food program. Families can be recommended or they can apply directly by filling in an application form, available online at www.cjttfm.com or at CJTT FM during weekday office hours. Submission deadline is November 30, 2010.

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