



North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

December 8, 2010

Contact:

Heather Willden
210-407-0040
817-360-7807 (cell)

MEDIA ADVISORY

- What:** Led by the school's choir, Canyon Ridge Elementary School collected more than 1,000 toys to benefit the Toys for Tots program.
- Who:** About 100 students will help U.S. Marines, in fatigues, load the collected toys for donation.
- When:** December 9, 2010, 9 – 9:20 a.m.
- Where:** Canyon Ridge Elementary School, 20522 Stone Oak Parkway
Media will need to check-in with the front office upon arrival. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.
- Why:** Canyon Ridge joined the Toys for Tots Challenge with other Stone Oak area schools. The winning group will win \$500 courtesy of the Welcome Home Newspaper. The Canyon Ridge Coyote Choir organizes the drive for the campus and has won this prize for two years in a row. They use this money to fund choir trips to sing for the residents of The Haven Alzheimer's/Dementia Home. At 1,090 toys, the school has already collected more toys than last year.
- Visuals:** Canyon Ridge students wearing their choir and school t-shirts will help U.S. Marines, dressed in fatigues, load the more than 1,000 toys collected onto the Marines' truck.
- More:** One student alone donated more than 100 toys and is available for interviews.

View this online at www.neisd.net/ComRel/MediaCenter.html.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row. More information about NEISD can be found at www.neisd.net.