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media alert

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION CONTACT:

Melany Ethridge
972.267.1111
Melany@alarryross.com

FOR IMMEDIATE RELEASE

LOCAL CHURCH TO 'DO SOMETHING' TO BRING CHRISTMAS TO THOSE IN NEED:

The Rock Church in San Diego Participates in 'Toys for Joy 2009' Dec. 12

WHAT: As part of its ongoing campaign to "DO Something" for others based on Rock Church Senior Pastor, Miles McPherson's new book, "DO Something: Make Your Life Count," the Rock Church in San Diego plans to participate in "Toys for Joy 2009" this Saturday, which will host **15,000 community members**. Approximately **2,000 volunteers** will provide **60,000 pounds of food** and **10,000 toys**, health services, community services, a job fair, live entertainment, games, activities for children, prizes, giveaways and much more. Various services like hair cuts, dental and vision screenings and immunizations will be available as well as live entertainment and festivities for children like carnival games and prizes, face painting, clowns and a special snow experience.

This event will bring the Rock Church's total number of volunteer hours this year to nearly 600,000 in and around the San Diego community. Pastor McPherson is passionate about service and has spread this passion throughout the church. Volunteer hours worked by the church members in the community have saved the city and county budgets literally millions of dollars.

WHO: The event is open to the public and any members of the local community who wish to participate. Pastor McPherson is available for interviews, as well as other high-profile church volunteers, such as **The Katinas**, professional skateboarders **Steve James** and **Preston Pollard** and the **Godkins**.

WHEN: **9 a.m. – 2 p.m. Saturday, Dec. 12, 2009**
Special Guests scheduled to appear from 11 a.m. – 2 p.m.

WHERE:
Memorial Recreation Center
Ocean View Blvd. & 30th St.
(2901 Ocean View Blvd, San Diego, CA 92113)

DETAILS: To join the volunteer effort or make a donation to support "Toys for Joy" please visit www.toys-for-joy.org or contact Mark Richardson at mark.richardson@therocksandiego.org.

For more information about the Rock Church visit www.therocksandiego.org.

To request an interview with Miles McPherson or to learn more about the pastor and his new book, "DO Something: Make Your Life Count," which stresses the importance of volunteer work, visit www.alrcnewskitchen.com/dosomething or contact Melany Ethridge at Melany@alarryross.com or (972) 267-1111.