



FOR IMMEDIATE RELEASE

December 20, 2016

89.7FM TRULY LOCAL RADIO RALLIES THE COMMUNITY TO SUPPORT CORNERSTONE

NORTHUMBERLAND COUNTY – Cornerstone Family Violence Prevention Centre (Cornerstone) is excited to announce that Northumberland 89.7 FM’s Holiday Toy and Gift Drive for Cornerstone has drawn to a successful close today. Over the past two weeks 89.7FM has been running a holiday toy and gift drive throughout the community collecting donations for Cornerstone’s Gift of Giving Program.

Keeping true to the station name Northumberland 89.7FM Truly Local Radio hosts David Long and Darryl Seminsky wanted to give back to their community over the holidays and came together to make the holiday toy and gift drive for Cornerstone a reality.

Quote from David (how the idea came to you, your experience, why you wanted to do this)

The holiday drive quickly gained momentum when Ed White Appliance, Bodilogix Fitness, Spark Toys and Cobourg Police came on board. “The support from the community, at this time of year especially, is awe-inspiring,” says Executive Director Nancy Johnston. “Partnering with David and Darryl at 89.7 has helped us bring great attention to our cause and the growing need for our services in Northumberland County. Working with the station has been incredible and the success speaks volumes for the commitment this community has to breaking the cycle of family violence.”

“We are deeply grateful to be the recipient of these efforts and are overjoyed with how the campaign reached far beyond what we could have done on our own,” states Carly Cunningham, Cornerstone’s Manager of Community Engagement. “It is people like David and Darryl and the power of radio that take our reach and our message that much farther, and because of this dedication to their community the campaign was so successful.”

Cornerstone Family Violence Prevention Centre is a place where hope grows. We are breaking the cycle of family violence by providing immediate shelter, counseling and prevention services throughout Northumberland County. This year we provided close to 6,000 night of shelter to women and children in our community fleeing family violence. We offer a variety of services and we encourage you to explore these at our website www.cornerstonenorthumberland.ca.

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