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CONTACT:

Karen Larimore Wilkinson

Marketing and Community Relations Manager

Salisbury Parks & Recreation Department

132 North Main Street, Salisbury, North Carolina 28144

Work Phone: 704-638-2113 Home Phone: 704-633-7123 Cell: 704-213-1050

Information: <http://www.salisburync.gov>

Work Email Contact: kwilk@salisburync.gov

Home Email Contact: kwilkinson2@carolina.rr.com

Salisbury Parks & Recreation Creates "Kids CARE 4 Critters" Coin Drive to Support Dan Nicholas Petting Zoo

Salisbury, NC – March 21, 2006 – The Salisbury Parks & Recreation Department's "After School Program" will kick-off a "KIDS CARE 4 Critters" coin drive on Wednesday, March 22, at 3:30 pm at the Miller Recreation Center, 1402 W. Bank Street. The event, which follows the devastating aftermath of a fire which engulfed the Dan Nicholas Park Petting Barn and its animal inhabitants, will offer the children lessons in 'experiencing sadness', "being a good citizen" and "helping others in need."

Chipper, the Salisbury Parks & Recreation Squirrel mascot, will be on-hand to assist with the coin drive kick-off. Chipper's sadness over the loss of his fellow animals will slowly turn to hope and then happiness as he is overcome with joy through the children's outpouring of kindness. With the clinking of the first coins, the youngsters will initiate a "Kids CARE 4 Critters" campaign. Beginning Thursday, March 23, City Recreation facilities will serve as collection points for coins, with children receiving animal stickers and a thank you letter from Chipper for their donations. In addition to the Miller Center location, children may donate coins at the Civic Center, 315 S. Boundary Street; City Park Center, 316 Lake Drive; Hall Gym, 1400 W. Bank Street, and at the City Office Building, 132 N. Main Street, 4th Floor, Parks & Recreation Administration.

Gail Elder White, Salisbury Parks & Recreation Director states, "No donation is too small and every coin is appreciated. These young ambassadors of good will lead the way in helping our fellow Rowan County Parks & Recreation Department in their time of need."

The Salisbury City and Rowan County Recreation Departments have partnered throughout the years on many programs and events. Elder White adds, "There are truly no City/County lines when it comes to helping each other in a time like this."

In addition to the coin drive, after school program participants will begin creating pictures, this week, to display at the various City collection sites to create awareness and to encourage others to give. Chipper will also encourage the children to forward artwork to Dan Nicholas Park staff to show that others care and that help is on its way!

100% of all funds received will be donated to the Rowan County Parks System and earmarked for petting zoo animal replacement. For more information on joining the "Kids Care 4 Critters" Campaign, please contact Karen Wilkinson, Marketing Manager for Salisbury Parks & Recreation Department at 704-638-2113 or visit the Salisbury Parks & Recreation Department on the web at www.salisburync.gov/pkrec .

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