

****FOR IMMEDIATE RELEASE****

Press-ready Information
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For more information, please contact:
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Toy Drive For Children's!!

Partnering Up to Bring Seasonal Joy to sick kids at The Children's Hospital!

Ferrari of Denver, The Rocky Mountain Ferrari Club and The Morgan Adams Foundation are pleased to announce their partnership in a holiday toy drive to benefit The Children's Hospital.

Executive Director of the Morgan Adams Foundation, Joan Slaughter, said "We spent the first Christmas after Morgan's diagnosis in the hospital with a very sick child. The holiday toy program really is an incredible program – it makes the kids' faces light up to be able to still "have a holiday" and it really relieves a huge burden of stress from parents who have very little time to go out toy shopping. We're genuinely thrilled to be a part of this effort by Ferrari of Denver and The Ferrari Club!"

"I am really excited to get this going for the kids at Children's," says Ferrari of Denver General Manager Mark Dismuke. "What a wonderful way to honor the spirit of the holidays – giving huge smiles to really sick kids!"

Ferrari of Denver will be collecting toys from The Children's Hospital "Holiday Toy Wish List" at the dealership on County Line Road from December 1st through December 16th. Several evening events, including Ferrari of Denver's Annual Customer Appreciation Event on December 9th have been scheduled to encourage participation in the drive.

Santa has upgraded his sleigh for this one, too! There will be a parade of Ferrari's and Bentley's leaving from Ferrari of Denver and driving the collected toys to The Children's Hospital on the morning of December 17th. Contact Mark Dismuke at Ferrari of Denver (md@ferrariofdenver.com) for details on the Parade.

The Morgan Adams Foundation funds critically needed pediatric cancer research at The Children's Hospital in Aurora and other leading institutions across the country. Ferrari of Denver and The Rocky Mountain Ferrari Club are strong supporters of The Morgan Adams Concours d'Elegance, a rare collector car, airplane and motorcycle show currently in its 8th year.

For More Information please visit: www.morganadamsfoundation.org
www.ferrariofdenver.com www.thechildrenshospital.org