

NEWS RELEASE

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FOR IMMEDIATE RELEASE

"Teddy Makes it 'Bear'able" - A Squeezably Soft Project

Vicksburg, MS - The Vicksburg Convention Center and Auditorium are still collecting bears to be distributed September 10, 2009 during the *Hometown Hero* event at the Convention Center. "There have been about 150 bears brought in so far, but we are still hopeful to reach our goal of 500 by next Thursday," said Erin Powell, Marketing and Events Manager for the Vicksburg Convention Center and Auditorium. "We have even added Fox 40 News Station in Jackson as a collection site because of the response we have received from Jackson. We're trying to make it as easy as possible for people to donate to the cause."

This is part of the Vicksburg Convention Center and Auditorium's "Make a Difference in Your Community" project, "Teddy Makes it Bear'able."

"To date we have collected about 150 bears for this distribution. We're still under our goal of 500, but hoping there are still more people out there that haven't dropped their bears off to the convention center. We have also add the Fox 40 News Station in Jackson as a collection point for anyone in that area that wants to help. We have received calls and

bears from the Jackson area already," said Erin Powell, Marketing and Events Manager for the Vicksburg Convention Center and Auditorium. It has been proven that the bears help console children that are victims of car wrecks, fires and other traumatic events. "We decided the project would be a perfect fit for Vicksburg, especially with the history of President Teddy Roosevelt and the Bear Hunt in 1902," said Powell, "This is the only organized effort in Vicksburg/Warren County to keep the first responders stocked with bears." There are a total of 120 emergency response vehicles in Warren County not including the trucks and vehicles of volunteer fire stations. VenuWorks is hoping to equip each vehicle with 3 to 5 with this collection/donation. The goal is to collect and distribute 500 bears by September 10.

For more information, to donate bears or for monetary donations to purchase bears, contact Erin Powell at the Vicksburg Convention Center, 601.636.3620.

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