



Immediate Release
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1290KKAR Holds Annual Radiothon for Child Saving Institute

Omaha Nebraska - Friday, December 15, Child Saving Institute (CSI), with the help of 1290KKAR radio, will raise funds to support agency services. CSI will be on location at the Banana Republic stores located at One Pacific Place, 10335 Pacific Street and Village Pointe, 17151 Davenport St.

The Radiothon will begin at 6 a.m. and end at 6 p.m. Special local celebrities, staff members and children's testimonials will be featured every half hour in 12 minute segments. Prizes will be drawn throughout the day for people who make donations of \$20 or more. Tune into 1290AM or stop by one of the Banana Republic locations and make a charitable contribution to help CSI's mission of "Responding to the cry of a child."

Child Saving Institute, a 501(c)(3) not-for-profit child welfare organization, is dedicated to the prevention and treatment of child abuse and neglect. Since 1892, CSI's mission has never wavered from providing care for abandoned, neglected and abused children. CSI has met the changing needs of children in the Omaha metro area based on the belief that children are the community's most valuable resource. CSI's mission: Responding to the cry of a child.

**Local media is invited to stop by the KKAR studio (50th and Capitol)
or the local Banana Republic stores.**

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