



PROVIDENCE BRUINS

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY/PHOTO OPPORTUNITY

PROVIDENCE BRUINS HOLIDAY TOY SHOPPING EVENT TO TAKE PLACE WEDNESDAY, DECEMBER 16

PROVIDENCE, RI – After wrapping up practice on Wednesday, the entire Providence Bruins roster is taking a trip to Walmart in Seekonk, MA for a Holiday Toy Shopping Event to help local children and families feel the joy of the holidays. The players are buying toys that will be given as gifts to children served by Child & Family, one of the largest social service providers in Rhode Island.

Players will be provided with shopping wish lists from Child & Family's "Adopt-A-Family" Holiday Giving Program and donate money from their own pockets to fulfill each child's wish list. Thousands of dollars' worth of toys are set to be purchased by the entire Providence Bruins 2015-2016 roster at the shopping event. Walmart is also donating \$50.00 gift cards to each family.

WHO: Entire Providence Bruins 2015-2016 Roster.
Providence Bruins players will be available for photo/video opportunities and interviews.

WHAT: Toy shopping for children and families served by Child & Family's Holiday Giving Program.

WHEN: Wednesday, December 16, 2:00 p.m. – 3:00 p.m.

WHERE: Walmart, 1180 Fall River Avenue, Seekonk, MA 02771

About The Providence Bruins

The Providence Bruins are an American Hockey League franchise and the top affiliate of the NHL's Boston Bruins. Since moving to Providence in 1992 the P-Bruins have been among the league leaders in regular season attendance. On the ice the team has enjoyed similar success, having won five division titles, three regular season titles and the Calder Cup in 1999.

About Child & Family

Established in 1866, Child & Family is the largest and most comprehensive social service provider in Newport County, and one of the largest in the State of Rhode Island. We serve over 5,000 individuals and families each year with the goal of preserving families. It is a center for community involvement - a place where people come together to give help, to receive help and to support the work of others. With state-of-the-art Community Centers in both Middletown and Providence, Child & Family provides important services and programs to thousands of children, teens, families and elders each year. For more information about Child & Family, call Holly Damm, Director of Development and Marketing at 401-848-4141.



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About PSE Agency

PSE Agency is a hybrid creative, marketing and advertising agency located in Providence, RI. As a full service agency, PSE delivers verifiable results for clients and partners that include brands, sports teams, venues and municipalities.

##12/15/15##