



WISH TREE HELPS MAKE THE HOLIDAYS BRIGHT FOR CHILDREN IN CENTRAL INDIANA

For Immediate Release

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Indianapolis, IN – November 13, 2007 – WISH-TV is partnering with the Salvation Army for the 9th year in a row for the WISH TREE Toy Drive. It's an opportunity for the Indianapolis community to help make the holidays a little brighter for children who are less fortunate.

The effort starts Thursday, November 15th at 11:30 a.m. with the Salvation Army Tree of Lights campaign. WISH-TV's Eric Halvorson, this year's Christmas Chair for the Salvation Army, will kick-off the event at the Salvation Army headquarters at 3100 N. Meridian Street downtown.

New, unwrapped toys can be dropped off Friday, November 16th through Friday December 14th at the following locations: Central Indiana Papa Murphy's locations, Holder Mattress stores in Fishers and Carmel, Jiffy Lube locations in Indianapolis, Carmel, Greenwood and Avon, central Indiana Huntington Bank locations, Ashley Furniture stores in Greenwood, Avon and Carmel, Salvation Army locations and WISH-TV. A list of suggested donation items can be found on WISH TREE ornaments at each of these locations and at WISHTV.com.

WISH-TV will be collecting toys at the RCA Dome Sunday December 2nd before the Colts take on Jacksonville. This is the 5th year that WISH-TV and the Colts have partnered for the Toy Drive. The first 5,000 people who donate will receive a poster of Colts players Bob Sanders, Marlin Jackson and Antoine Bethea, while supplies last.

WISH TREE sponsors are: Papa Murphy's, Ashley Furniture, Jiffy Lube, Huntington Bank, Holder Mattress and WISH-TV.

For more information about the Salvation Army Tree of Lights, a list of drop off locations and the WISH Tree toy drive, log on to WISHTV.com and go to the community page.

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Since 1954, WISH-TV has continued to set the standard for television excellence in central Indiana. 24-Hour News 8 provides news and information around the clock with its many newscasts, hourly updates, Local Weather Station on cable and On Demand at WISHTV.com. WISH-TV, a CBS affiliate, is a LIN Television station serving more than 2,500,000¹ viewers. LIN TV (NYSE: TVL) delivers quality television, digital media and online news operations through 29 owned and/or operated television stations and 30 websites in 17 cities located primarily in the top 100 markets, servicing 9.25% of U.S. television households. Financial information and overviews of our stations are available at www.lintv.com. ¹Estimate according to Indianapolis Nielsen Station Index (NSI).