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St. Jude's and 94.1 KTFM launch 'Nickels for Nickelback'

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By Miranda Koerner - Staff Writer/Bulverde

Instead of throwing that spare nickel from the vending machine or lunch in your car or purse, St. Jude's Ranch for Children has a better idea: donate it to Nickels for Nickelback. For every nickel donated to the cause, participants have the chance to win a grand prize concert package for the upcoming Nickelback concert April 14 at the AT&T center. Winners will receive two tickets to the concert, two backstage passes and dinner for two up to a \$100 value.

Morning show hosts Woody and Robynne of 94.1 KTFM approached St. Jude's Ranch for Children in January with the idea. St. Jude's Ranch for Children rescues abused, abandoned and neglected children from child abuse. Children are able to grow and learn in a safe, home-like environment from infancy until 21 years old.

"I was introduced to St. Jude's by my father," Woody said. "He knew that I was looking for a local charity to support on my morning show. My dad had been involved helping St. Jude's for several months already, and told me what a great organization they are.

"Nickelback came to us with the meet and greet opportunity and they wanted something creative. We immediately thought, "Nickelback...nickels! Let's use this for our second fundraiser for St. Jude's Ranch."

"When they came to me, I thought this is perfect," said Jena Evans, public relations coordinator for St. Jude's Ranch. If you look at the audience for the band, it's mostly teenagers. It's like kids giving to kids. We have fliers up at high schools. That makes it special to me."

The donated nickels will be counted on April 10 when listeners and contributors bring collected nickels to a designated site. No amount has been set by 94.1 KTFM or St. Jude's Ranch.

"In this economy, anything is considered a success!" Woody said.

Evans said that one of the best parts of the fundraiser is being able to educate residents of San Antonio about St. Jude's Ranch for Children and get the non-profit's name out in the community.

"Our kids need more than Christmas presents," Evans said. "We have to feed our kids and love them. We only get 50 percent of our money with the state and the rest we have to raise. We have to push throughout the year. This is a great cause with great kids who have been given a second chance at life. This can help them thrive.

"If we just have 500 people turn out with five dollars in nickels, that's \$5000. Imagine what we could have with more! Every nickel counts. Every penny we get makes a difference."

The location to drop off the nickels on April 10 will be Capital One Bank located at 18460 Blanco Road. For full rules and contest information, visit www.stjudesranch.org.

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