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Jingle Bell Ride Sunday in Hiawatha

(KNZA)--To help the less fortunate children in Brown County experience the joy of Christmas—that's the goal of the Annual Jingle Bell Ride.

The 16th Annual Ride will take place this upcoming Sunday (November 18th) in Hiawatha.

With NEK-CAP bowing out of the program this year, the volunteer riders have taken over the reins.

Jeff Grimm, who has participated in the event since it began, says rider registration will take place at 11:30 Sunday morning on the south side of the Courthouse Square, with the festivities beginning at 12 noon....(play audio)

The toys will then be picked up through 3:30 in the afternoon.

Grimm says donations of new unwrapped toys are needed.....(continue audio)

Grimm says monetary gifts will also be accepted.

Those wishing to donate toys or a financial gift are asked to contact Jingle Bell Ride Coordinator Patti Merchant at (785) 741-0698.

The toys gathered from the Jingle Bell Ride and all other donations will be distribute during the Christmas Store, which will be open December 12th and 13th in the basement of the Brown County Sheriff's Office.

Those families in need and wishing to participate in the Christmas Store can pick up an application at the sheriff's office, extension office at the courthouse, or Horton City Hall. All applicants will need proof of residency and applications must be returned by November 21st.

Over the last three years, the Jingle Bell Ride has helped 943 adults and 1,324 children experience the joy of Christmas.

Several participants in this year's Jingle Bell Ride will be joining L.J. Trant during his show Wednesday morning on Kanzaland Radio to talk more about the event, so tune in then.

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