



**FOR IMMEDIATE RELEASE**

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**Archway Society starts ‘100 Archies for 100 Tots’ social media campaign**

Kearney, Neb. – The Archway and the Archway Society are teaming up to donate plush buffalo “Archies” for the Good Fellows Toys for Tots drive.

Archie, the Archway’s stuffed animal mascot, will be seen around the community promoting the campaign. Since the Archway is a collection site for Toys for Tots, it was an ideal time for the Society to come up with a project to benefit families in the community. A Facebook “like” campaign was developed from the collaboration of the Archway and The Archway Society to provide a fun way for the community to be involved with the donation.

For each 100 ‘likes’ on the Kearney Archway’s Facebook page; the Archway Society will donate an Archie Jr. If the Archway’s Facebook page reaches 10,000 ‘likes’ by the end of the campaign on Dec. 22<sup>nd</sup>, the Society will donate a total of ‘100 Archies for 100 Tots.’ To learn more about the Archway Society, a volunteer funded organization, please call (308) 237-9346.

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