

**Best Partner Award – For-Profit**

Let me tell you about a local automobile shop/ towing company in Murray, KY. Three years ago Max's 641 Towing, Monty McCuiston, came to us with this idea of collecting toys and money to help local children at Christmas time. The campaign is called "Towing for Toys". Monty has organized this effort every year and it has grown every year.

He has arranged free admission to Murray State Football and Basketball games if a toy is donated. He asks local businesses to partner with him in exchange for promoting their business. Donations range from \$25 - \$1000. He has arranged for a country music star to come to Murray to sign autographs, be in the Christmas Parade and had a concert for those who donated toys. He places donation jars at business' collecting change. Max's 641 Towing personally gives a percentage of their towing revenue during the month of November along with a \$5 discount on oil changes with a toy donation. He has arranged for local restaurants to hold rebate nights where a percentage of the night's profits are given to his cause with the restaurant often matching the amount given. All of these efforts have blown us out of the water.

Monty starts in August or September every year to set up different ways to collect toys. He has built a storage facility to keep all the donations in and then they deliver the toys to the Calloway County Santa Project and Murray Tiger Christmas in December. Each year he has collected more toys and monetary donations than the previous year. In 2013, an estimated \$3500 in money and toys was collected. In 2014, that amount increased to \$6000. This past year, 2015, was totally amazing collecting over \$10,000 in toys and money.

Monty has a passion to make sure the children in the community have a great Christmas. With all of his efforts and time donated, the kids have had wonderful Christmas'. We, the Calloway County FRYSC's and the Murray FRYSC's, have been overwhelmed by his giving nature and the time he spends on this campaign.

His name is Monty and his business is cars.  
 Three years ago he came to us, out of the blue,  
 He wanted to help the Murray and Calloway kids for Christmas.  
 He had a plan, off he went  
 And it grew, grew, grew.

"Towing for Toys" is the campaign name.  
 As we listened to his plans, nothing we could say,  
 We just sat there, mouths opened wide -  
 Someone please open our airway!

Does this sound ok? he asked.  
 We looked around at each other, And with a twinkle in our eye  
 We all said,  
 "UH.... YEAH"- this is better than a year's supply of moon pies!

The Calloway and Murray FRYSC's are always in awe  
 On his own, he's picked up our mission and flown to new heights  
 His kind, sincere affection for children amazes us,  
 Monty our friend – you're ALRIGHT!