



For Immediate Release

## **ATLANTA-BASED WILDERNESS WORKS RECIPIENT OF NBC TODAY SHOW “LEND A HAND” PROGRAM**

*Al Roker Presented the Organization with More Than \$175,000 In Cash and Donations  
during Live National Broadcast*

ATLANTA, April 18, 2008 – Today **Wilderness Works**, a non-profit group that serves the needs of Atlanta’s inner-city youth through safe, supervised outdoor activities, was selected to participate in NBC’s TODAY Show annual giving program. Completing his five-day “Lend a Hand TODAY” tour, Al Roker was in Atlanta with three truckloads of contributions for the organization totaling more than \$175,000 in value.

Roker broadcasted live from the home base of Wilderness Works in downtown Atlanta, and unveiled the gifts to Founder/Director Bill Mickler and dozens of children, board members and other supporters. Donations included bicycles, computers and office equipment, camping gear, sleeping bags, sporting equipment, lockers and a new mini van.

Donors included Nissan, Hewlett Packard, Penske, Gold Bond, LOWES, Office Depot, Schwinn, Spring Air, Natura World, Nike, Converse, Cricketzzz, General Mills, Scholastic Library Publishing, Champs Sports, Sara Lee, Telebrands, The Coleman Company, Dick's Sporting Goods, Columbia Sporting Goods, JC Penney, Sam's Club, Marina Maher Communications and Segway.

### **About Wilderness Works**

Wilderness Works, Inc. is empowering and enriching economically disadvantaged and at-risk children living in urban Atlanta with year-round cultural, recreational and outdoor adventure experiences. Kids To Camp is a key Wilderness Works summer project generating life-changing weeks of summer camp for Atlanta's most needy children. Wilderness Works is based in the Grant Park area in the city of Atlanta. Wilderness Works is a Hands On Atlanta Partner Agency.

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