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FOR IMMEDIATE RELEASE

PRICE SELF STORAGE JOINS FORCES WITH AJ'S KIDS CRANE All Toys Collected to Benefit Rady Children's Hospital

AJ's Kids Crane lifts off for the ninth year in a row on Friday, November 5, 2010, with a little help from Price Self Storage. Hoisted in a crane high above the IKEA Mission Valley parking lot, Star 94.1 morning show host AJ Macado will take up residence on the 8'x10' platform (eating, sleeping, drinking, and hosting his morning radio show) until he collects **102,000** unwrapped toys for patients of Rady Children's Hospital in San Diego.

This year, Price Self Storage joins forces with AJ to provide more toy collection locations. Toy contributions will be accepted during the **AJ's Kids Crane** event at all five Price Self Storage locations in San Diego.

Morena: 4635 Morena Boulevard 92117
Murphy Canyon: 3951 Murphy Canyon Road 92123
Pacific Beach: 4667 Albuquerque Street 92109
Santee: 10336 Buena Vista Avenue 92071
Solana Beach: 533 Stevens Avenue West 92075

AJ's Kids Crane 2010 Donation Wish List includes toys, games, arts and craft supplies, used DVDs, VHS movies, and video games appropriate for kids and teens. The complete wish list and additional details on AJ's Kids Crane 2010, can be found at <http://www.pricselfstorage.com/about/community/>.

Despite the difficult economy, AJ is confident even more toys will be donated than last year. "San Diegans have always shown their generosity and we're confident that this year will be no exception. Something as simple as a toy can make the fear and pain of a child's illness or injury easier to bare. The toys we collect now will brighten the lives of thousands of children receiving treatment at Rady Children's Hospital," says AJ.

So, bring your toy donations to any one of the five Price Self Storage locations in San Diego, and tell your friends! We will be accepting donations through November 11 and taking all the collected toys to AJ's Crane on Friday, November 12. Just a little goes a long way to help reach the goal of 102,000 toys for AJ's Kids!