



Representatives from Sun FM, Go North East, The Bridges Shopping Centre, Smyths Toys Superstore and Caterpillar

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Go North East joins Sun FM in Christmas Toy Appeal

The region's largest bus company, Go North East, has joined [Sun FM](#) in their toy appeal in the build up to Christmas.

The bus company is sponsoring and helping to raise awareness of the radio station's campaign, and with additional support from The Bridges Shopping Centre, Caterpillar and Smyths Toys Superstore they want to ensure that every Wearside child receives at least one gift from Santa on Christmas morning.

They are looking for gifts for any age, ranging from babies up to those who are 18 years old. The presents need to be brand new, and unwrapped, and with the assistance of Sunderland's Salvation Army, the gifts will be sorted into age groups ahead of the big day.

You can drop off gifts at any of the following locations before 23 December:

- Sun FM Radio, Unit 63-67, Riverview, Business & Innovation Centre, Sunderland Enterprise Park, SR5 2TA
- The Bridges Shopping Centre, Sunderland, SR1 3DR
- Smyths Toys Superstore, Riverside Retail Park, Timber Beach Rd, Sunderland, SR5 3XG
- Caterpillar, 1A Mill Hill, Peterlee, SR8 2HR

Go North East will also be helping to transport the donated toys from Caterpillar's Peterlee location to areas in Sunderland.

Martijn Gilbert, Managing Director at Go North East, said: "We're proud to be joining Sun FM's Christmas Toy Appeal to ensure every child on Wearside wakes up to a present on Christmas morning.

"Christmas truly is the season for giving, so we want to do our bit by giving back to the community, whilst also encouraging people to consider those that are less fortunate than themselves."

Simon Grundy, Sun FM Radio's Programme Controller & Breakfast Show Presenter, added: "Thanks to Go North East for their support this year. Without the help of our local listeners, organisations and businesses we wouldn't be able to do this kind of initiative which is so important, especially at this time of year when some families may find it difficult."

To find out more about the Christmas Toy Appeal, visit sun-fm.com.

[Go North East website](#)