

For Immediate Release

**Dr. Phil & Robin McGraw Kick off the 60th Anniversary
U.S. Marine Corps Toys for Tots Campaign in the Appalachian Mountains
on Friday, November 2**

Dr. Phil, Robin and U.S. Marines Board Special Norfolk Southern Railway Toys for Tots Train to Deliver Toys to Deserving Children in Bluefield, WV and Tazewell, VA

Leading Toy Manufacturer Hasbro, Inc. to Play a Major Role in All Events

Quantico, VA October 24, 2007 - Dr. Phil, noted psychologist and host of the hit syndicated daytime talk show **DR. PHIL** and Robin McGraw, his wife and best-selling author, who have both returned for their second year as national spokespeople for The U.S. Marine Corps' Toys for Tots Foundation. The McGraws will kick off the 60th annual holiday campaign on Friday, November 2, when they board a special Norfolk Southern train loaded with toys and games from Hasbro, Inc. for deserving children. The train will depart from Bluefield, West Virginia, and travel to the coal-mining town of Tazewell, Virginia, approximately 40 miles away. TONKA surprises will be given out at the train depots in both towns and toys will be distributed during invitation-only events held for the children of the Wade Center in Bluefield and Clinch Valley Community Action in Tazewell.

"We are honored this year to once again have the support of Dr. Phil and Robin McGraw," said Marine Toys for Tots Foundation President and CEO Matthew T. Cooper, retired Lt. Gen. USMC (Ret.). "Their continued efforts to raise awareness and support of Toys for Tots will enable us to deliver more toys and uplift the spirits of more children, who otherwise might be forgotten this holiday season."

"Last year, we kicked off the holiday campaign by holding a toy drive at NASCAR's Texas Speedway, where thousands of people brought toys to us," said Dr. Phil. "This year, we wanted to take the toys to the children."

"We are thrilled to be back again, helping the U.S. Marine Corps with this wonderful mission," said Robin McGraw. "We're hoping the public helps us to exceed last year's drive when they donate an unwrapped toy or make a direct monetary contribution to help bring a smile to a child's face this holiday season."

Norfolk Southern Railway, one of the organization's national corporate sponsors, is commemorating the 60th anniversary holiday drive by bringing Toys for Tots' toy train logo to full-size realization.

(More...)

Hasbro will once again be on board with Toys for Tots and the McGraws, donating a generous shipment of toys, which includes their iconic TONKA brand. It is a timely coincidence, as TONKA is also celebrating its 60th anniversary this year. To commemorate, Hasbro is giving three million dollars in toys and games to the Toys for Tots program. The toy manufacturer will also be setting up its TONKA and Toys for Tots 60th Anniversary Drive for Toys interactive play environment at the Tazewell site - including a 30-foot TONKA Truck slide and a large-scale TONKA dump truck.

Last year, Toys for Tots delivered 19.2 million toys and messages of hope to 7.6 million children. With 13 million children living in poverty according to U.S. Census Bureau, this year's need is greater than ever.

About Toys for Tots

The Marine Toys for Tots Foundation, an IRS recognized 501 (c) (3) not-for-profit public charity is the authorized fund raising and support organization for the Marine Corps Reserve Toys for Tots Program. The Foundation provides the funding and support needed for successful annual toy collection and distribution campaigns. The foundation is located at Marine Corps Base, Quantico, VA, Local Marine Corps Reserve units and volunteer organizations collect and distribute toys in over 600 communities covering all 50 states, the District of Columbia and Puerto Rico.