



## **Media Grid Powers NBC's "Christmas in Rockefeller Center" Toys for Tots Web site**

The Media Grid has helped ensure the success of a major fundraising event for the U.S. Marine Corps Toys for Tots Foundation by powering the Foundation's official website, [toysfortots.org](http://toysfortots.org), for NBC's 8<sup>th</sup> annual Christmas spectacular.



On Wednesday, November 30, 2005, NBC broadcast "Christmas in Rockefeller Center." The program included a special fund-raising component to raise money for the children displaced by Hurricanes Katrina and Rita in support of the Foundation's effort to bring the joy of Christmas to needy children nationwide. Hosted by Al Roker ("Today") and Megan Mullally ("Will & Grace"), the 73rd tree-lighting extravaganza featured an array of entertainers and NBC television personalities including Rod Stewart, Sheryl Crow, Carrie Underwood ("American Idol"), RegisPhilbin, Brian Wilson ("The Beach Boys"), the Brian Setzer Orchestra, the Goo Goo Dolls, and Earth, Wind & Fire.

The official Toys for Tots Web site was enhanced with Media Grid technology specifically to handle the massive traffic spikes generated by an anticipated audience of approximately 10 million viewers nationwide. Viewers of the television special saw the [toysfortots.org](http://toysfortots.org) Web site address superimposed over the corner of the screen and were encouraged by the show hosts to visit the site to make online donations. Site visitors enjoyed a smooth and quick browsing experience, which included access to a variety of high-quality Public Service Announcement videos, thanks to the Media Grid.