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**For Immediate Release**

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## **CEO and University of Alabama Alum Joins Fight to Save Decades-Long Tradition between Rival Schools**

AUSTIN, TX — After hearing this week’s news that the 130-year-old oak trees at Toomer’s Corner in Auburn, Alabama, the site of a long-standing tradition of “rolling” the trees with toilet paper when the opposing schools played, have been poisoned, Charlie Ray, Founder and CEO of Broad Street Interactive—and a proud University of Alabama Alumnus—was appalled.

“Appalled isn’t even strong enough. An assault on the traditions and icons of our healthy rivalry with Auburn is affront to the honorable tradition we hold dear. While we know it was not a former student that sullied our good name with this act. We want to send a message to our SEC family at Auburn that we hold their traditions as dear as our own.”

For almost 50 years, Auburn students have run, toilet paper in hand, to commemorate what they probably will later consider some of the greatest times in their lives. For generations, rolling Toomer's meant something in a state where college football victories mean everything.

Ray has created a web site, [www.toomerstrees.blogspot.com](http://www.toomerstrees.blogspot.com), for ‘Bama fans and alum to help support their longtime rivals. Says Ray, “While we cannot right this wrong, as honorable men and women of the University of Alabama we can send a clear message that football rivalries can go too far and this behavior and act does not define us.”

### **Support for Toomer’s Corner Oaks**



**‘Bama fans & alumni join the fight to help save a decades-long tradition**

There is a Paypal link on the site to donate and Ray himself has written a personal check to Auburn University to help kick off donation efforts. “I ask my fellow alumni to follow suit and help Auburn plant new oak trees at Toomer’s Corner...and to keep our traditions alive.”

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**About Broad Street Interactive**

Broad Street Interactive, Inc. is a full service digital advertising agency located in Austin, Texas. We manage online campaigns for a variety of traditional advertising agencies and direct clients. We specialize in providing measurable results with online campaigns.