

NEWS RELEASE

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"Feed Richmond" Food Drive Raises Nearly 200,000 Meals for Hungry

Three Week Food Drive Benefits the Central Virginia Food Bank

RICHMOND, Va. – December 8, 2010 – Cox Media Group – Richmond (WKHK K95, WKLR 96.5, WHTI Hot 100.9, WURV 103.7 The River) wrapped up the three week 3rd Annual "Feed Richmond" Food Drive on November 20th, to benefit the Central Virginia Food Bank (CVFB). During "Feed Richmond," **181,893** meals were donated to CVFB.

There were four different ways to donate to Feed Richmond. Contributions could be made online at FeedRichmond.com, K95country.com, 965klr.com, Hot1009.com and 1037River.com. All 16 area Kroger stores had donation bins on-site and also accepted monetary donations at the register. In addition, non-perishable food items could be dropped off at select sponsor locations. CVFB also launched a text campaign that is active year round, \$10 donations can be made by texting 'FeedMore' to 85944.

In a final push for donations, every station broadcasted live daily from area Kroger stores November 18 – 20 and encouraged listeners to come out and give the gift of food. A new addition to the live broadcasts this year was the 1st K95 Campout with Catfish & Lori. K95's Catfish and Lori camped out in an RV at the Chester Kroger location for all three days, entertaining listeners and customers that donated.

"On behalf of Cox Media Group – Richmond, I'd like to thank our partners at the Central Virginia Food Bank and our sponsors: Buick – GMC Dealerships, SunTrust Mortgage, and Kroger, for participating in the 3rd Annual 'Feed Richmond.' Through the generosity of our listeners and local businesses, we were able to provide 181,893 meals for local Richmond families and help to fill the empty shelves of the CVFB warehouse," said CMG Richmond VP/Market Manager Bob Willoughby. "The local community really stepped forward and took care of their neighbors in need. It's been our biggest year yet and we look forward to next year."

About Cox Media Group

Cox Media Group, Inc., a subsidiary of Atlanta-based Cox Enterprises, is an integrated broadcasting, publishing and digital media company that includes the national advertising rep firms of Cox Reps. With revenues exceeding \$1.5 billion, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, four metro newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America.

About Cox Media Group – Richmond

Cox Media Group – Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond's Southside, Cox Media Group – Richmond owns and operates country station WKHK-FM (K95), hot adult contemporary station WURV-FM (The New 1037, The River), classic rock station WKLR-FM (96.5 KLR), and Richmond's New #1 Hit Music Station WHTI-FM (Hot 100.9).

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