

NEWS RELEASE

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Resolution Blood Drive 2011 Saves Over 600 Lives

Cox Radio and Virginia Blood Services Team Help Raise Over 200 Pints of Blood

RICHMOND, VA – January 12, 2011 – Cox Media Group – Richmond (WKHK K95, WKLR 96.5, WHTI Hot 100.9, WURV 103.7 The River) and Virginia Blood Services joined forces for the Resolution Blood Drive 2011 on January 10th at the Sheraton Park South. This annual blood drive collected 207 pints of blood and over the past 3 years, the event has collected 971 pints of blood. With each pint saving 3 lives, that’s almost 3,000 lives saved.

The event took place from 7am-7pm in the ballroom of the Sheraton Park South, 9901 Midlothian Turnpike. All four CMG – Richmond stations broadcasted live all day, encouraging listeners to come out and help save lives. “The Resolution Blood Drive is a great example of the impact local radio can have on the community,” said CMG – Richmond VP and Market Manager, Bob Willoughby. “We are proud to be associated with such a worthy cause.”

Historically, January is the month with the most crucial need for blood donations and this year was no different. Virginia Blood Services is the sole provider of blood to all area Richmond hospitals. For more information on how you can help give the gift of life, visit www.vablood.org.

More information about Resolution Blood Drive 2011 can be found at www.ResolutionBloodDrive.com.

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 103.7, 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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