

FOR IMMEDIATE RELEASE

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Over 136,000 Meals Donated During “Feed Richmond” Food Drive

Two week food drive Benefits the Central Virginia Foodbank

RICHMOND, VA – Cox Radio Richmond (WKHK K95, WKLR 96.5, WMXB 103.7, WDYL Y101) wrapped up a two week 2nd annual “Feed Richmond” Food Drive on November 21st, to benefit the Central Virginia Foodbank (CVFB). During “Feed Richmond”, over 136,000 meals were donated to CVFB.

As a part of “Feed Richmond”, three different ways to donate were offered. Contributions could be made online at feedrichmond.com, K95country.com, 965klr.com, mix1037.com, and y101rocks.com. All 16 area Kroger stores had donation bins on site and also accepted monetary donations at checkout. Richmonders could also donate at any area Whitten Brothers Dealerships or Ashley Furniture Home Stores.

In a final push for donations, 3 Cox Radio stations broadcasted live daily from area Kroger stores from November 19th – 21st. The stations encouraged listeners to come out and give the gift of food. Y101’s “Show Us Your Cans” food drive, a part of “Feed Richmond”, happened 24 hours a day from November 16th – 20th at the Kroger in Carytown.

“On behalf of Cox Radio, I’d like to thank our partners at the Central Virginia Foodbank and our sponsors- Ashley Furniture, Whitten Brothers Dealerships, SunTrust Mortgage, and Kroger, for participating in the 2nd annual ‘Feed Richmond’ and McGeorge Toyota for their support of Y101’s ‘Show Us Your Cans’. Through the generosity of our listeners and local businesses, we were able to provide over 136,000 meals for local Richmond families and help to fill the empty shelves of the CVFB warehouse,” said Cox Radio Richmond VP/Market Manager Bob Willoughby. “The local community really stepped forward and took care of their neighbors in need. We are very pleased with the results and look forward to next year.”

About Cox Radio-Richmond:

Cox Radio-Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond’s Southside, Cox Radio-Richmond owns and operates country station WKHK-FM (K95), adult contemporary station WMXB-FM (The New Mix 103-7), classic rock station WKLR-FM (96.5 KLR), and alternative rock station WDYL-FM (Y101).

About Cox Radio, Inc.

Cox Radio is one of the largest radio companies in the United States based on revenues. Cox Radio owns, operates, provides sales or marketing services for 80 stations (67 FM and 13 AM) clustered in 18 markets, including major markets such as Atlanta, Houston, Miami, Orlando, San Antonio and Tampa.

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