



FOR IMMEDIATE RELEASE

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Resolution Blood Drive 2010

Cox Radio and Virginia Blood Services Team Up for Annual Blood Drive

RICHMOND, VA – Cox Radio Richmond (WKHK K95, WKLR 96.5, WMXB 103.7, WDYL 100.9) and Virginia Blood Services have joined forces for the 3rd annual Resolution Blood Drive 2010, happening Monday, January 11th from 7am-7pm in the ballroom of the Sheraton Park South, 9901 Midlothian Turnpike.

All four Cox Radio stations will broadcast live all day on Monday, January 11, encouraging Richmonders 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 Cox Radio Richmond VP and Market Manager Bob Willoughby. “Cox Radio is proud to be associated with such a worthy cause”.

Last year, Cox Radio Richmond and Virginia Blood Services held the most successful one-day blood drive in Virginia Blood Services history for Richmond, collecting 481 qualified donations. This year the hope is to far surpass that number with the help of the Richmond community.

Just one pint of blood can help save 3 lives. Historically, January is the month with the most crucial need for blood donations and this year is 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 vablood.org.

More information about Resolution Blood Drive 2010 can be found at resolutionblooddrive.com.

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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