



Contact: Russ DeVries

Main Line Broadcasting

Phone (804)612-0151

Fax (804)327-9911

300 Arboretum Place

Suite 590

Richmond, VA, 23236

Phone: (804)327-9902

Main Line and Children's Hospital team up for 2010 Children's Miracle Network Radiothon

For Immediate Release:

Richmond, VA, September 21, 2010:

Main Line Broadcasting (98.9 Liberty and Big Oldies 107.3) will partner up with the Children's Hospital of Richmond for the 2010 Children's Miracle Network Radiothon on Thursday, September 23-Saturday, September 25th.

The 3-day, 32 hour event will broadcast live from the Children's Hospital of Richmond on Brook Road and feature stories from families and staff on-site. Throughout the event, listeners are encouraged to make donations which will stay in Richmond for the Children's Hospital.

"The primary purpose of our stations is to enhance the community that we serve", Market Manager Russ DeVries said. "Children's Miracle Network is a natural partner for Main Line Broadcasting as we both share a passion for the well-being of children and families in Central Virginia. Radiothons are one of the most successful Children's Miracle Network fundraisers. In an economic climate where many non-profit organizations are losing sponsor support, Main Line Broadcasting is committed to CMN's success by pledging our support for this vital fundraising program."

Both WWLB-FM and WBBT-FM will carry the event between 7am-7pm Thursday and Friday, 8am-4pm on Saturday.

To make a donation, listeners can call 1-888-784-9373 or visit

www.childrensmiraclenetwork.net

About Main Line Broadcasting-Richmond: Main Line Broadcasting owns three radio stations which serve the Richmond area. With operations located in the Southside area, Main Line locally operates WLFV-FM (93.1 The Wolf-Fresh Country), WWLB-FM (98.9 Liberty-We Play Anything) and WBBT-FM (Big Oldies 107.3-Richmond's Greatest Hits)