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Main Line and Children's Hospital raise over \$132,000 with Radiothon!

For Immediate Release:

Richmond, VA, September 8, 2011:

Main Line Broadcasting (98.9 Liberty and Big Oldies 107.3) helped raise over \$132,000 for the Children's Hospital of Richmond last week during the 2011 Children's Miracle Network Radiothon.

"It was an amazing victory for the Children's Hospital of Richmond", said John McLeod, Promotions Director for Main Line Broadcasting. "At the end of the day, the hospital has additional funds that it did not have before, that will go towards many wonderful things to help children. A big thanks to Richmond and the surrounding communities for making their donations, even during this critical time in our economy. And to pull over \$132,000, that is such an amazing miracle!"

The Radiothon was held at the hospital over a 2-day period and volunteers from the hospital and local businesses manned the phones and took donations from callers, on-line and even those from off the street.

"Children's Miracle Network Hospitals is grateful to our Radiothon partners 98.9 Liberty and Big Oldies 107.3 for their time, energy and passion for the hospital and children we serve," said Rachel Bruni, Director of the Children's Miracle Network Hospitals of the Children's Network Foundation. "This year's Radiothon event was an incredible reflection of the compassionate and supportive listeners we have in our community. With an event such as Radiothon where we strive to share the importance of a local children's hospital and its impact across our community, it is an honor to have the dedication of these local radio stations and their caring DJ's encourage support for our community's full-service children's hospital.

About Main Line Broadcasting-Richmond: Main Line Broadcasting owns 4 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), WBBT-FM (Big Oldies 107.3-Richmond's Greatest Hits) and WARV-FM (100.3)