

FOR IMMEDIATE RELEASE

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Y101 Kicks Off 7th Annual “Show Us Your Cans” Food Drive

Five day food drive to benefit Central Virginia Foodbank

RICHMOND, VA-- Cox Radio Richmond’s WDYL-Y101, along with McGeorge Toyota, is kicking off the 7th annual Show Us Your Cans food drive. The event is part of Cox Radio’s Feed Richmond food drive and will take place November 16th at 2:00 p.m. through November 20th at 6:00 p.m.

Last year, Show Us Your Cans raised nearly 60,000 lbs of food for the Central Virginia Foodbank (CVFB) during the holiday season. This year, the need for support is even greater, with food requests up 51% over last year.

Y101 and The Sludge Nation will be setting up at the Kroger in Carytown, broadcasting day and night for 5 days, encouraging listeners to stop by and donate non-perishable items to CVFB. Afternoon Drive DJ Sludge will be living on site during the entire food drive.

To kick off the event, a donation challenge between Police Officers and Firefighters will take place on Monday 11/16, to see who can donate the most food. Each night of the broadcast will be themed, including “Bike Night”, “Karaoke Night”, and “Tailgate Party Night”. There will also be a variety of activities, live music nightly, and a performance by Sludge’s Build a Band.

“Cox Radio Richmond recognizes the increased demand for food that The Central Virginia Foodbank endures during the holiday season,” said Cox Radio Richmond VP/Market Manager Bob Willoughby. “Y101, along with McGeorge Toyota, is honored to serve the community through Show Us Your Cans for the 7th year in a row.”

Donations and more information about Show Us Your Cans can found online at Y101rocks.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. Cox Radio shares are traded on the New York Stock Exchange under the symbol: CXR.

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