

FOR IMMEDIATE RELEASE

November 16, 2009

“Y101 Begins Five Day Live Broadcasts”

Part of Show Us Your Cans food drive to benefit Central Virginia Foodbank

RICHMOND, VA— Cox Radio Richmond’s WDYL-Y101, will be broadcasting day and night from November 16th through November 20th, for the 7th annual Show Us Your Cans. The event is part of Cox Radio’s Feed Richmond food drive and is presented by McGeorge Toyota.

The Show Us Your Cans live broadcast will start Monday, November 16th at 2:00 p.m. Sludge will be broadcasting daily from 6a-midnight throughout the rest of the week. The event will conclude on Friday, November 20th at 6pm.

"This will be our 4th year of the Sludge Nation's Show Us Your Cans 5 day - 24/7 broadcast, each year setting a record for food donation to the Central Virginia Foodbank," said Y101's afternoon drive DJ Sludge. "We've created a circus-like environment with non-stop entertainment in order to make it easy for you to give. Come out and see us!"

The event kicks off on Monday, November 16th with a donation challenge between Richmond Police Officers and Firefighters, to see who can donate the most food. Each night of the broadcast will be themed, including Tuesday's "Bike Night", Wednesday's "Karaoke Night", which will also include a 6pm performance by national recording artist Matisyahu, and Thursday's "Tailgate Party Night". There will also be a variety of activities, live music nightly, and a performance by Sludge's Build a Band.

Last year, Show Us Your Cans raised over 60,000 lbs of food to help benefit 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.

"The Central Virginia Foodbank could really use some extra help during this holiday season," said Cox Radio Richmond VP/Market Manager Bob Willoughby. "Y101 along with McGeorge Toyota is honored to help out CVFB for its 7th year in a row."

Donations and more information for Show Us Your Cans can also be found online at y101rocks.com.

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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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