



NEWS

WKHK/K95 Raises over \$166,000 for St. Jude Children's Research Hospital

Richmond's Country Station Celebrated its 20 Year Commitment to St. Jude

RICHMOND, VA – February 16, 2010– WKHK/K95 held the 20th annual "K95 Country Cares for St. Jude Kids Radiothon" February 11th and 12th. K95 raised \$166,457 in donations during the two day radiothon.

"For K95 listeners to open their hearts to the kids of St. Jude in such a big way, in a recovering economy is just incredible," said K95 Program Director Buddy Van Arsdale. "I am so proud of the K95 staff for their passion and hard work for this cause. They made the listeners feel it and they responded in kind."

The radiothon took place at Richmond Ford, with volunteers working the phones around the clock, accepting donations. The donations were generated from listeners, corporate sponsors, online donations, and an online auction.

"We are absolutely thrilled with the response to the St. Jude's Radiothon," said Cox Radio-Richmond Vice President/ Market Manager Bob Willoughby. "The K95 audience proved once again that they have tremendous generosity."

St. Jude Children's Research Hospital's mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. Their research has helped push overall survival rates for childhood cancers from less than 20% when the hospital opened in 1962 to 80% today. Visit StJude.org for more information.

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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