

NEWS RELEASE

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WKHK/K95 Raises Over \$186,000 for St. Jude Children's Research Hospital *Richmond's Country Station Celebrated Over 20 Years of Commitment to St. Jude*

RICHMOND, VA – February 17, 2011– WKHK/K95 held the 21st annual “K95 Country Cares for St. Jude Kid’s Radiothon” February 10th and 11th. K95 raised \$186,386 in donations during the two day Radiothon. In the past 20 years, K95 has raised over 4 million dollars.

“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 silent auction.

“We are absolutely thrilled with the response to the St. Jude Radiothon,” said Cox Media Group-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 www.StJude.org for more information.

About Cox Media Group

Cox Media Group, Inc., a subsidiary of Atlanta-based Cox Enterprises, is an integrated broadcasting, publishing and digital media company that includes the national advertising rep firms of Cox Reps. With revenues exceeding \$1.5 billion, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, four metro newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America.

About Cox Media Group – Richmond

Cox Media Group – Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond’s Southside, Cox Media Group – Richmond owns and operates country station WKHK-FM (K95), hot adult contemporary station WURV-FM (The New 103.7, The River), classic rock station WKLR-FM (96.5 KLR), and Richmond’s New #1 Hit Music Station WHTI-FM (The New Hot 100.9).

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