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Hot 100.5
WVHT-FM

Press Release

FOR IMMEDIATE RELEASE

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Kony 100.5 Debuts on April 20th

VIRGINIA BEACH, VA – Hot 100.5 (WVHT-FM) is joining hundreds of thousands of people worldwide to create awareness of the need to capture the world's most sought-after war criminal, Joseph Kony. On Friday, April 20th, 2012, Hot 100.5 will rebrand its on-air, on-line and social media positioning to become Kony 100.5.

"A listener shared a video link on our Facebook fan page which sparked the interest of our staff. After watching it myself, and being a father of three, I knew in my heart we needed to do something" says Paul McCoy, Hot 100.5's Program and Music Director. "The support I have seen through the Kony 2012 Facebook page and local pages reinforces this collaborative effort."

Joseph Kony is a Ugandan guerrilla war lord who currently runs the Lord's Resistance Army in Uganda, Africa. For twenty-six years, Kony has abducted more than 30,000 children in Uganda turning them into slaves and soldiers. Many of the children abducted have been forced to kill their own parents.

The Kony 2012 campaign was spearheaded by Invisible Children founder Jason Russell. A viral video has been produced to promote the 'Stop Kony' movement to make Joseph Kony internationally known as a war criminal and expedite his arrest in 2012. The video was released virally and has had more than 37 million views on YouTube. The campaign has also received endorsements from numerous celebrities including Rihanna, Taylor Swift, Justin Bieber, Nicki Minaj, Ryan Seacrest, Oprah Winfrey and George Clooney.

The Kony 100.5 campaign has been designed to aid the national supporters in the attempt to gain wider recognition on the issue in Uganda.

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Max Media owns and/or operates or has under contract 41 radio stations in 8 markets, including: Norfolk-Virginia Beach, VA. The Outer Banks of NC, Denver, CO, Russellville/Morrilton AR, Selinsgrove PA, Marion-Carbondale IL, Cape Girardeau MO and Poplar Bluff MO. Max Media also owns and/or operates 5 television stations in: Bowling Green KY (NBC), Portland ME (FOX), Missoula MT (ABC), Great Falls MT (NBC) and Butte/Bozeman MT (ABC).