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WVXX RAISES \$26,600 TO HELP ST. JUDE FIND CURES AND SAVE CHILDREN

VIRGINIA BEACH, VA (October 20, 2008) – WVXX – Selecta 1050 AM encouraged Hispanic listeners to join the fight against childhood cancer in an effort to raise funds for St. Jude Children’s Research Hospital®, one of the world’s premier pediatric cancer research centers, during their first “*Promesa y Esperanza*” (Promise and Hope) radiothon. The Hispanic community showed its overwhelming support during the radiothon that took place October 9 and 10, by raising \$26,600 in cash and pledges for children who are battling cancer and other catastrophic diseases at St. Jude.

WVXX – Selecta 1050 AM joined forces with Davidson Media Group (DMG), one of the largest multicultural radio groups in America, in a nationwide effort to support the mission of St. Jude. DJ’s from participating DMG stations touched the hearts of listeners in cities like Philadelphia, New Orleans, Minneapolis and Kansas City, as they dedicated close to 30 hours of programming to raise funds for St. Jude’s groundbreaking research and life-saving care. Sponsors of the radiothon included BB&T Bank, MoneyGram International, Goodwill Industries, Colonna’s Shipyard, Trade Team and Hardees.

“I applaud Davidson Media Group and its stations for their tremendous success in hosting *Promesa y Esperanza*,” said David L. McKee, Chief Operating Officer and interim CEO of ALSAC, the fundraising organization of St. Jude. “We are so grateful for the compassion and support of DMG’s Hispanic listeners, who enthusiastically embraced the St. Jude mission to find cures and save children around the world.”

During the event, local volunteers from Virginia Beach donated their time to help answer calls from people wishing to become “*Angeles de Esperanza*” (Partners in Hope) by donating \$20 a month. Listeners also had the opportunity to hear heartfelt stories of struggle and survival from children who are battling cancer at St. Jude; children such as Jean Pierre Robert, a five-year-old from Costa Rica who was diagnosed with craniopharyngioma just two years ago. Stories like this highlight the importance of the research conducted at St. Jude.

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Working together under one roof, St. Jude’s physicians and scientists have pioneered treatments that have helped push the overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to more than 70 percent today. St. Jude has treated children from all 50 states and around the world. Through its International Outreach Program, St. Jude has established partner sites in countries around the world, including eight Latin American countries.

About St. Jude Children's Research Hospital:

St. Jude Children’s Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. 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. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

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