

PRESS RELEASE

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99.3 THE VIBE – “S.O.S. FOR HOPE HOUSE” A HUGE SUCCESS

Fredericksburg, VA. WWVB-FM, 99.3 The Vibe recently wrapped up their “S.O.S. for Hope House,” a community effort to collect grocery supplies and money for the Fredericksburg Hope House. The Hope House helps single mothers and their children who are homeless, women who are victims of domestic violence or who have lost their jobs due to illness or lack of transportation.

99.3 The Vibe partnered up with Bloom grocery stores in Fredericksburg to host this week-long event. The station encouraged listeners to donate requested items like boxed and canned goods, cleaning supplies, and other needs. Overall, The Vibe collected over 1,000 items from the Hope House wish list and \$300.00 in cash donations.

“S.O.S. for Hope House” was a response to the Chris Brown/Rihanna domestic violence incident Grammy® weekend in Los Angeles. Since both artists are “core artists” for 99.3 The Vibe, station managers felt the need to address the problem with a proactive solution. Victor Starr, 99.3 The Vibe’s Program Director, had this to say about the station’s position: “Since we do not know exactly what happened between Chris Brown and Rihanna in Los Angeles, I feel that it would be irresponsible to punish either party by pulling their songs from our play-list; after all, people are innocent until proven guilty. We felt the need to address the situation in a positive manner that would be helpful and proactive. Since domestic violence occurs right here in Fredericksburg, Spotsylvania and Stafford counties, we wanted to help those in need within our listening area.”

“The Board of Directors and the Staff at Hope House express our sincerest gratitude to the folks at Star Radio Group, and particularly 99.3 the Vibe, for hosting a food drive for Hope House. We also want to thank Bloom Food Stores for being the conduit and location for collecting the food and cash donations,” commented Chandra Western, Executive Director of Hope House. Ms. Western adds, “The Hope House staff is constantly amazed at the generosity of the Fredericksburg community and its support of our programs for our homeless women and their children.”

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