

FOR IMMEDIATE RELEASE
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BIG AL TO BROADCAST LIVE FROM LOCAL BILLBOARD

Richmond, VA – Join Big Al Coleman, host of ESPN Radio 950's "SportsPhone" as he broadcasts live from 8am to 10am on the billboard above Buz and Ned's Real Barbecue (1119 North Boulevard) Friday, May 15th.

This is the second year of the attention getting stunt aimed at bringing focus to the Central Virginia Food Bank and their summer food drive. On ground level will be boxes to collect canned goods and other non-perishable foods on behalf of the Richmond based organization.

"Even after doing this last year I'm still not a big fan of heights," says Al Coleman. The Central Virginia Food Bank is in dire needs of your support, and boxes will be set up to collect cans on the day of the event, or you can bring can goods to either the ESPN Radio 950 studios or Buz and Ned's prior to May 15th.

So stop by Buz and Ned's Real Barbecue on Friday, May 15th, say hello to Big Al broadcasting live on the billboard, while Buz provides breakfast barbeque to everyone who brings canned goods.

The summer months are a particularly challenging time for the CVFB. Their Kid Café program services more than fifty sites, providing as many as 4,000 meals daily to area youth who otherwise may go to bed hungry. In its mission, the Central Virginia Food Bank serves families and supports the efforts of other agencies throughout a region that includes 31 counties and 5 cities, with approximately half of those agencies in the Richmond Metro area.

According to the restaurant owner Buz Grossberg, "This is a great opportunity to get involved with an organization whose importance can't be overstated. We're looking for sports radio fans and the community at large, to give themselves a few extra minutes before work, bring their donations, and join us for some morning fun and *real* barbecue."

On the coat tails of some of the cities tastiest ribs, chicken, brisket and REAL barbecue, Buz and Ned's Real Barbecue Restaurant has become an icon among Richmond appetites. Adding flavor to the morning, Buz will serve up some "breakfast barbecue" to CVFB supporters who show up.

The food bank's most urgent needs are for canned and dry, non-perishable foods, namely;

- Canned – ham, chicken, tuna, salmon, vegetables, fruits
- Spaghetti Sauce
- Peanut Butter
- Hot and Cold Cereals
- Pasta
- Rice



The Central Virginia Food Bank accepts contributions of food, household items and personal care products from 8:00am to 4:00pm, Monday through Friday at their headquarters, 1415 Rhoadmiller Street. Throughout the city, they also have numerous collections sites for non-perishable food items. Additional information about the CVFB, its programs and collection sites can be found on their web site, www.cvfb.org, or www.espn950am.com

Red Zebra Broadcasting (RZB) is based in Washington, DC. and operates nine radio stations. Every Red Zebra Broadcasting station is home to live play by play coverage of the Washington Redskins. Red Zebra Broadcasting was established in 2006.

Daniel M. Snyder, owner of the Washington Redskins, is a primary investor in Red Zebra Broadcasting. Snyder sits on the Board of Directors of the parent company, but has no operating role in the company.

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