

PRESS RELEASE

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Feed Richmond Kicks Off Today

Annual Food Drive to Benefit the Central Virginia Food Bank

RICHMOND, VA. – Cox Media Group-Richmond (WKHK K95, WKLR Rock 96.5, WHTI Hot 100.9, WURV 103.7 The River) will be holding its annual food drive from November 1-17, 2012. The radio stations are asking listeners to make food and monetary donations at McGeorge Toyota, W.G. Speeks, any area T.G.I. Friday's, any Kroger location, or Feed Richmond.com. This program provided over 200,000 meals last year and the stations hope to significantly increase that number this year.

In order to increase awareness and donations, the stations will broadcast live at Kroger stores for the final three days of the program, November 15-17. For the third year in a row, K95's Catfish and Lori in the Morning will be living and broadcasting live for the three days at the Chester Kroger. Each station will be hosting fun contests in order to attract attention and more donations.

The four Kroger broadcast locations are:

- K95 Kroger in Chester 12726 Jefferson Davis Highway
- Rock 96.5 Kroger in Midlothian 14101 Midlothian Tpk. (near 288)
- 103.7 The River Kroger in Short Pump 11895 W. Broad St.
- Hot 100.9 Kroger off Hull 13201 Rittenhouse Drive

"The Central Virginia Food Bank is desperately in need of help, especially this time of year," said CMG Richmond VP/General Manager Bob Willoughby. "CMG Richmond, along with our community partners, feels privileged to be able to help Feed Richmond for the 4th year in a row."

Feed Richmond is presented by Kroger, McGeorge Toyota, W.G. Speeks and T.G.I. Friday's

For more information about Feed Richmond, visit FeedRichmond.com

About Cox Media Group

Cox Media Group is an integrated broadcasting, publishing, direct marketing and digital media company that includes the national advertising rep firms of Cox Reps. Additionally, CMG owns and operates Valpak, one of North America's leading direct marketing companies. With \$1.7 billion in revenue, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, eight daily newspapers and more than a dozen non-daily publications, and more than 100 digital services. CMG operates in more than 30 media markets and reaches approximately 52 million Americans weekly, including 30 million TV viewers, more than 4 million print and online newspaper readers, and 18 million radio listeners. For more information about Cox Media Group, please check us out online at coxmediagroup.com.

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 1037, The River), classic rock station WKLR-FM (Rock 96.5), and Today's Hottest Hits WHTI-FM (Hot 100.9).

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