



FOR IMMEDIATE RELEASE

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Feed Richmond Live Broadcasts Happening This Week

Food Drive to Benefit Central Virginia Foodbank

RICHMOND, VA-- Cox Radio Richmond (WKHK-K95, WKLR-96.5 KLR, and WMXB-Mix 103.7) will be holding three day live broadcasts at area Kroger stores from November 19-21st. The broadcasts are part of Cox Radio's Feed Richmond, benefiting the Central Virginia Foodbank (CVFB). Feed Richmond is presented by Ashley Furniture, Whitten Brothers Dealerships, and SunTrust Mortgage.

Cox Radio encourages Richmonders to come by and show their support for the CVFB. There will be prize giveaways, music and of course, food donations. All three stations will be asking for non-perishable food items as well as monetary donations. Last year, Feed Richmond collected over 104,000 lbs of food for CVFB.

The three Kroger broadcast locations are:

- **96.5 KLR** - Kroger in Midlothian - 14101 Midlothian Tpk (Midlothian Tpk, near 288)
- **K95** - Kroger in Midlothian - 13201 Rittenhouse Dr (Hull St & 288)
- **Mix 103.7** - Kroger in Short Pump - 11280 W. Broad St (Near Home Depot & Target)

Whitten Brothers Dealerships will also be hosting the "Whitten Challenge", challenging Richmond to come by the broadcasts and donate food. Every time the Whitten Dodge truck bed is filled up during the daily 2 hour challenges, Whitten Brothers Dealership will donate 1,000 meals to the CVFB.

"The Central Virginia Foodbank is in desperate need of help, especially this holiday season," said Cox Radio Richmond VP/Market Manager Bob Willoughby. "Cox Radio Richmond, along with our community partners, is honored to be able to help Feed Richmond for the 2nd year in a row".

For locations and more information about Feed Richmond, visit FeedRichmond.com.

About Cox Radio-Richmond:

Cox Radio-Richmond is one of the largest radio companies serving the Richmond area. Located on Richmond's Southside, Cox Radio-Richmond owns and operates country station WKHK-FM (K95), adult contemporary station WMXB-FM (The New Mix 103-7), classic rock station WKLR-FM (96.5 KLR), and alternative rock station WDYL-FM (Y101).

About Cox Radio, Inc.

Cox Radio is one of the largest radio companies in the United States based on revenues. Cox Radio owns, operates, provides sales or marketing services for 80 stations (67 FM and 13 AM) clustered in 18 markets, including major markets such as Atlanta, Houston, Miami, Orlando, San Antonio and Tampa.

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