

# NEWS 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 96.5, WHTI Hot 100.9, WURV 103.7 The River) will be holding its annual food drive from November 1-19, 2011. The radio stations are asking listeners to make food and monetary donations at McGeorge Toyota, SunTrust Mortgage, WG Speeks, any area Kroger, or FeedRichmond.com. This program provided over 180,000 meals last year and the stations hope to significantly increase that number.

In order to increase awareness and donations, the stations will broadcast live at Kroger stores for the final three days of the program, November 17-19. For the second 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. And new this year, Hot 100.9's afternoon DJ, Eric Sean, will be living and broadcasting in the Carytown location. Expect live DJs, bands and more all in the hope of attracting attention and more donations.

The four Kroger broadcast locations are:

- 96.5 KLR Kroger in Midlothian 14101 Midlothian Tpk. (near 288)
- K95 Kroger in Chester 12726 Jefferson Davis Highway
- 103.7 The River Kroger in Short Pump 11895 W. Broad St.
- Hot 100.9 Kroger in Carytown 3507 W. Cary Street

"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, SunTrust Mortgage, McGeorge Toyota and Elephant Auto Insurance.

For more information about Feed Richmond, visit [FeedRichmond.com](http://FeedRichmond.com)

### About Cox Media Group

Cox Media Group, Inc., a subsidiary of Atlanta-based Cox Enterprises, is an integrated broadcasting, publishing and digital media company that includes the national advertising rep firms of Cox Reps. With revenues exceeding \$1.5 billion, the company operations include 15 broadcast television stations and one local cable channel, 86 radio stations, four metro newspapers and more than a dozen non-daily publications, and more than 100 digital services. Additionally, CMG owns and operates Valpak, one of the leading direct marketing companies in North America.

### 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 (96.5 KLR), and Richmond's #1 Hit New Music Station WHTI-FM (Hot 100.9).

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