

NEWS RELEASE

Media Contact:
Loren Williams
Dir. of Customer Care
Events Manager
804.327.0868
Loren.Williams@coxmg.com



Cox Media Group Kicks Off the 3rd Annual Feed Richmond Food Drive *Three Week Food Drive to Benefit the Central Virginia Food Bank*

RICHMOND, Va. – November 1, 2010 – Cox Media Group – Richmond (WKHK K95, WKLR 96.5, WHTI Hot 100.9, WURV 103.7 The River) is teaming up with Kroger, SunTrust Mortgage and area Buick – GMC Dealerships for the 3rd Annual Feed Richmond food drive. Feed Richmond is going on now through Nov. 20th, to benefit the Central Virginia Food Bank (CVFB).

The CVFB's need for support is great, with food requests up 65% since 2008. CVFB delivers 16,000 meals each week and is in constant need of replenishing their supply. Last year, Feed Richmond collected over 135,000 lbs. of food for CVFB.

To contribute to Feed Richmond, donations can be made locally four different ways. Contributions can be made online at FeedRichmond.com, K95country.com, 965klr.com, Hot1009.com and 1037River.com. All 16 area Kroger stores have donation bins on-site and are also accepting monetary donations at the register. In addition, non-perishable food items can be dropped off at select sponsor locations. CVFB is also incorporating a text campaign this year, text 'FeedMore' to 89544 to donate \$10 anytime.

"The Central Virginia Food Bank is in desperate need of help, especially this time of year," said CMG Richmond VP/Market Manager Bob Willoughby. "CMG Richmond, along with our community partners, feels privileged to be able to help Feed Richmond for the 3rd year in a row."

All four CMG Radio Stations will also be holding day long, live broadcasts at four area Kroger stores, November 18-20 to close out Feed Richmond. For more information and drop off locations, visit 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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