

FOR IMMEDIATE RELEASE

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Over 90,000 Meals Are Donated During “Feed Richmond”
“Feed Richmond” Created to Benefit the Central Virginia Foodbank

RICHMOND, VA – Cox Radio Richmond (WKHK K95, WKLR 96.5, WMXB 103.7, WDYL Y101.1) wrapped up a two week food drive called “Feed Richmond” on November 20th, to benefit the Central Virginia Foodbank. During this food drive, over 90,000 meals were donated Central Virginia Foodbank.

There has been a steady increase in demand for food donations recently, due to rough economic times and the increased number of local businesses that have closed. In response to this need, Feed Richmond was created - to help fulfill the increasing need for food this holiday season.

As a part of Feed Richmond, three different ways to donate were offered. Contributions could be made online to feedrichmond.com, K95country.com, 965klr.com, mix1037.com, and y101rocks.com. All 15 area Kroger locations had donation bins on site and are also accepted monetary donations at checkout. First Community Bank, a community partner of Feed Richmond, had donation bins at all five Richmond locations and the two locations in Emporia.

In a final push for donations, all 4 Cox Radio stations broadcasted live at area Kroger stores on November 19th and 20th, from 9a-7p. The stations encouraged listeners to come out and give the gift of food.

“On behalf of Cox Radio, I’d like to thank our partners at the Central Virginia Foodbank and our sponsors First Community Bank, Kroger and AirTran, for participating in Feed Richmond. Through the generosity of our listeners and local businesses, we were able to provide over 90,000 meals for local Richmond families and help to fill the empty shelves of the CVFB warehouse,” said Cox Radio Richmond VP/Market Manager Bob Willoughby. “The local community really stepped forward and took care of their neighbors in need. We are very pleased with the results.”

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. Cox Radio shares are traded on the New York Stock Exchange under the symbol: CXR.

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