



FOR RELEASE: IMMEDIATE

CONTACT: STEVE GAINES, VP / General Manager (434-817-7620)

Long time Charlottesville radio personality Jay Lopez joins Hitkicker 99.7 today as the afternoon DJ and the station Program Director. Hitkicker – WCYK – is Central Virginia’s Country music Station, locally owned by Monticello Media. Lopez has been a legendary radio personality in Charlottesville for nearly 25 years. He is very involved in local fundraising efforts for the UVA Breast Care Center, UVA Children’s Hospital and more. He also developed a program to recognize the efforts of local teachers.



Jay is married and has two children.

Jay’s first broadcast on Hitkicker 99 7 will be today (Friday 7/22) from 3-7pm from the Main Street Arena on the Downtown Mall for the Hitkicker 99.7 Finally Friday’s celebration. Jay says that, as a country music fan, he is really looking forward to being involved with America’s most popular music on Hitkicker 99.7.

“The opportunity to bring a talented Charlottesville radio legend like Jay to a powerhouse like Hitkicker is pretty much as good as it gets,” said Monticello Media General Manager Steve Gaines.

Monticello Media owner George Reed simply said, “We’re absolutely thrilled. And we think the community will be too.”

“I’ve known and worked with Jay since 1979 here in Charlottesville and elsewhere and there is no one more qualified to do this job. I am looking forward to all he will bring to Hitkicker 99 7 and to Monticello Media,” added Monticello Media Operations Manager Vinnie Kice.