

NEWS RELEASE

Media Contact:

Loren Williams
Director of Customer Care
(804) 330-5700
loren.williams@coxmg.com



103.7 The River “Boobie Bowl” To Strike Out Breast Cancer

RICHMOND, Va. – October 7, 2010 The New 103.7 The River is proud to support Richmond in the fight against breast cancer. Haley-GMC and King Pin Lanes have joined with Cox Media Group-Richmond for Boobie Bowl, an inaugural bowling event to benefit Susan G. Komen for the Cure-Central Virginia. The Boobie Bowl will be held October 17th at King Pin Lanes (200 N. Otterdale Road, Midlothian, VA) from 2pm-4pm.

“To find out that every 69 seconds a woman dies of breast cancer is shocking”, said River morning host Melissa Chase, “the purpose of Boobie Bowl is to raise money and awareness for this great cause”.

Susan G. Komen for the Cure is an organization that supports breast cancer research. Since its inception in 1982, the foundation has invested over \$1.5 billion in research, education and health services making it the largest breast cancer charity in the world. Susan G. Komen has recruited more than 100,000 volunteers that work in a network of 125 affiliates worldwide.

Teams can register online at www.1037river.com. 100% of the event’s proceeds will go directly to Susan G. Komen for the Cure – Central Virginia.

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 now Richmond’s #1 Hit Music Station WHTI-FM (Hot 100.9).

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