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WVXX JOINS ST. JUDE IN NATIONWIDE HISPANIC RADIONTHON TO FIGHT CHILDHOOD CANCER OCT. 9-10

VIRGINIA BEACH, VA (October 2, 2008) – WVXX – Selecta 1050 AM and St. Jude Children’s Research Hospital®, one of the world’s premier pediatric cancer research centers have joined forces with Davidson Media Group (DMG), one of the largest multicultural radio groups in America, in an effort to raise awareness about St. Jude’s mission among Hispanics through a two-day radiothon.

WVXX – Selecta 1050 AM will broadcast the event live “*Promesa y Esperanza*” (Promise and Hope) **Thursday and Friday, October 9 and 10 from 6 a.m. to 7 p.m.** Over twelve DMG participating markets including Virginia Beach, Providence, Charlotte and Kansas City will be dedicating close to 30 hours of programming to raise funds for the research done at St. Jude that impacts children everywhere. Along with the radio staff, local volunteers in each city will help motivate the community to call in their pledges. Sponsors of the radiothon include BB&T Bank, Moneygram, Goodwill Industries, Colonna’s Shipyard, Trade Team and Hardees.

“We are very excited to be working with Davidson Media Group. The organization truly understands St. Jude’s mission and the strength of the Hispanic community around the country,” said David L. McKee, interim CEO and chief operating officer for ALSAC, the fundraising organization for St. Jude.

During the broadcast, listeners will hear heartfelt stories of struggle and survival from Hispanic patients who represent the thousands of patients touched by St. Jude’s lifesaving efforts. St. Jude patients, such as Grace Rosa, 6, will share her heart-warming experience with WVXX – Selecta 1050 AM radiothon audience. At the age of 2, Grace began to suffer from constant fever and stopped walking because of pain in her legs and hips. Results of an MRI revealed that Grace had a seven-inch tumor in her chest. She was diagnosed with neuroblastoma, a common solid tumor of early childhood, and then referred to St. Jude where doctors successfully removed the tumor that threatened her life. Today, Grace has completed her treatment and comes back to St. Jude every four months for checkups.

Local listeners interested in helping children like Grace can call **1-800-998-VIDA (8432)** during the broadcast on October 9 and 10, from 6 a.m. to 7 p.m. **Volunteers interested in helping in the radiothon can call 1-800-227-6737.**

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Since opening in 1962, St. Jude has developed protocols that have brought survival rates for childhood cancers from less than 20 percent to better than 70 percent overall. St. Jude has treated children from all 50 states and around the world. St. Jude has established live saving affiliate cancer clinics throughout the world including eight Latin American countries.

About St. Jude Children's Research Hospital:

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

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