



FOR IMMEDIATE RELEASE  
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### **THE 19<sup>th</sup> ANNUAL BEAVER/ST. JUDE RADIOTHON BRINGS HOPE TO KIDS WITH CANCER**

On January 27<sup>th</sup> & 28<sup>th</sup> 2011 #1 Country, The Beaver 96.7 – held its 19<sup>th</sup> annual St. Jude radiothon at the Crossroads IGA on Cemetery Rd. in Bowling Green. We broadcast live from 5AM until 6PM both days, so people could meet their Beaver friends as they made donations and became partners in hope with St. Jude.

The Beaver held its first St. Jude radiothon in March 1992. This year, with the help of the people of Southern Kentucky, we raised \$82,271!

In the nineteen years that The Beaver has held a local radiothon for St. Jude Children's Research Hospital, the event has raised a little over \$1,695,000!! That's a lot of help for kids and their families. Currently it takes about \$1.6 million a day for the daily operating cost at St. Jude.

Volunteers, friends, St. Jude families and sponsors like Crossroads IGA, the staff and management of Hughes & Coleman, Kentucky National Guard, and Service One Credit Union all joined together with The Beaver to make sure those children with cancer know that people open their hearts and wallets to provide help.

Country Cares for St. Jude Kids® is one of the most successful radio fundraising events in America. St. Jude Children's Research Hospital has been actively involved in radiothon fundraising for more than 30 years. In fact, hundreds of radio stations across the country have helped raise more than \$385 million for the life-saving work of St. Jude, and the St. Jude family of partner stations continues to expand.

The Beaver's St. Jude radiothon demonstrates annually that the Country listeners of Southern Kentucky care for kids. And they continually respond to The Beaver's call to action. These partners in hope are also partners in our radio community, and we want to thank everyone for making our 2011 radiothon another genuinely successful event.

# FOREVER COMMUNICATIONS

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