



IMMEDIATE RELEASE

CURTIS MEDIA GROUP RADIO STATIONS TO HOLD TORNADO BENEFIT EVENT THIS THURSDAY

RALEIGH, NC (April 19, 2011) Curtis Media Group, the Triangle's largest radio broadcaster, has announced it will mobilize all of its local stations to raise money for victims of the tornadoes that swept through the region over the weekend. Dubbed "Care on the Air," five (5) Curtis stations will broadcast their appeal in unison this Thursday, April 21st, from noon to 2:00PM. Stations involved include the following: 94.7 WQDR (Country), NewsRadio 680 WPTF (News and Talk), 96rock (WBBB-FM, Classic Rock), La Ley 96.9 (Hispanic) and Pulse 102 FM (Pop Hits). The stations will broadcast live from area Wal-Mart stores. A sixth Curtis station, Country Legends 570, was itself a victim of the storms when high winds toppled its long-standing broadcast tower in South Raleigh.

"The magnitude of damage is only now becoming clearly evident," said Curtis Media President Phil Zachary. "Curtis Media is in a unique position to help because we touch virtually all segments of the community with our various radio formats. In addition, our big signals cover a geography that closely mirrors the path of Saturday's storms." Zachary said his team wanted to act before listeners dispersed for the long Easter weekend. "The needs of those who have been displaced by the storms are profound and immediate, and I feel confident our listeners who escaped the wrath will be eager to help out." Listeners who cannot donate in person can log onto any of the radio stations' Web sites and contribute there. Every dollar raised supports the tornado relief efforts of the Salvation Army of Wake County.

The following is a list of Curtis Media Group radio stations and the Wal-Mart locations where they'll be broadcasting this Thursday, April 21st, from noon to 2:00PM:

841 East Gannon Avenue, Zebulon (96rock)
1051 East Broad Street, Fuquay-Varina (94.7 WQDR)
7016 GB Alford Way, Holly Springs (NewsRadio 680 WPTF)
1725 New Hope Church Road, Raleigh (La Ley 96.9)
5141 N.C. Highway 42 West, Garner (Pulse 102FM)

Curtis Media Group (CMG) is North Carolina's largest independent radio broadcaster with 25 radio stations and 70 affiliates reaching more than two-million weekly listeners across the state. CMG operates the North Carolina News Network, Triangle Traffic Network, Southern Farm Network, CMG Interactive Marketing, TriangleHelpWanted.com, the Triad Sports Network, CMG Southern Sales and State Government Radio.com.

For More Information:

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