



BEASLEY BELIEVES...

... IN COMMUNITY SERVICE



Issue Date: February 28, 2008

Attachments: 1) LarryKWKML.jpg 2) DonChaseWKML.jpg 3) deanOWKML.jpg

CAPTION INFO: 1) *Afternoon personality Larry K. Smith delivers a dozen red roses and lots of laughs to a very lucky lady;* 2) *Morning personality, Don Chase gets into character as he prepares to make his deliveries;* 3) *deanO shows off his bow and arrow to a delighted Valentine.*

The Good Deed:

WKML Country Cupids Help Raise Money for St. Jude Children's Research Hospital. 95.7 WKML Carolina's Best and Most Country sent out a crew of six-foot, 190-lb., pretty-in-pink, bow-and-arrow-wielding Cupids to deliver flowers on Valentine's Day. Personalities Larry K. Smith, Don Chase, deanO and Steve Richards donned their red trousers, pink vests, feather boas and furry hats to deliver bouquets of roses that had been pre-ordered by listeners.

More people signed up than the station was able to serve, but 23 generous listeners, each contributing an additional \$25 over the cost of the bouquets, had their flowers delivered by a WKML Cupid. Considering the length of their waiting list, there is little doubt that the Cupids will be back in action next year! This community effort collected nearly \$600 for the kids at St. Jude to supplement the more than \$156,000 in pledges and donations that was raised by the 95.7 WKML Radiothon.

The Good Deed "Doers":

95.7 WKML Carolina's Best and Most Country, Babies & Blooms in Lumberton, NC, and WKML's generous listeners. At St. Jude, no one pays for treatment beyond what is covered by insurance, and those without insurance are never asked to pay.

Why Beasley Believes in Giving Back:

With 44 radio stations across the country (27 FM and 17 AM), we understand the important role broadcasters play in community service and the great good that can come from local involvement. An active member of the Fayetteville community, WKML believes in reaching out and giving back. We're proud that the caring and professional team at WKML is part of the Beasley Broadcast family.

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