



BEASLEY BELIEVES...

... IN COMMUNITY SERVICE



Issue Date: March 4, 2008

Attachments: 1) vetGCHS-B1039.jpg 2) bldgGCHS-B1039.jpg

CAPTION INFO: 1) A veterinarian at Gulf Coast Humane Society mends someone's furry, four-legged best friend; 2) The nearly complete new clinic at GCHS is back on track to open in March.

The Good Deed:

B103.9 EMERGENCY RADIO MARATHON RAISES OVER \$10,000 TO AID HUMANE SOCIETY AFTER THEFT. On a Monday morning, employees of Gulf Coast Humane Society in Fort Myers, Florida, arrived at work to discover the building had been burglarized and over \$7,000 in brand new computer equipment and other supplies for the new low-cost public veterinary clinic scheduled to open in March had been stolen.

In two days, the team at B103.9 had organized and publicized an emergency radio marathon, to take place Wednesday, 6am – 6pm. Listeners calling in with a donation of \$20 or more had their song request played on the air. The listener who made the largest contribution received a pair of tickets to see the Jonas Brothers in concert plus a meet & greet with the band. Contributions were also accepted online and in person at the studio and a local mall.

They hoped to raise \$8,000.00 to cover the cost of the stolen items. Thanks to a quick response, a huge team effort and a caring, generous community, \$10,250.00 was raised for the humane society in 12 hours.

The Good Deed "Doers":

Southwest Florida's B103.9 WXKB-FM and their generous listeners. Gulf Coast Humane Society has been accepting owner-surrendered pets in Fort Myers for over sixty years and houses approximately 250 animals at any given time. Thankfully, no animals were harmed as a result of the burglary and all animals have been accounted for.

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 Southwest Florida community, WXKB believes in reaching out and giving back. We're proud that the caring and professional team at B103.9 is part of the Beasley Broadcast family.

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