



FOR IMMEDIATE RELEASE
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WKLB Morning Show: Hank Morse,
Lori Grande, and JW (John Willis)

Country 102.5 DJs Shave Their Heads to Help Raise More Than \$660,000 for St. Jude Children's Research Hospital

Boston - March 18, 2008: Country 102.5's Precision Traffic reporter, Hank Morse, put out the dare on Thursday morning. "If one Country 102.5 listener makes a one-time donation of \$5,000 to St. Jude Children's Research Hospital then JW and I will shave our heads." It took until Friday afternoon, but it happened. One Country 102.5 listener stepped up to the challenge donating \$5,000 to Country 102.5's 2008 Country Cares for St. Jude Kids Radiothon. And the rest is history!!

Through emotional family stories and Country 102.5 personality pleas, Country 102.5 listeners and Jordan's Furniture customers raised more than \$660,000 for the kids at St. Jude. "The Country 102.5 staff is extremely proud of the generosity of the country music audience in and around Boston," says Country 102.5 Program Director Mike Brophey. "To raise more than 5 million dollars since inception is truly remarkable."

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