



FOR IMMEDIATE RELEASE

August 19, 2008

MIX 101.5 Hosts Backpack Buddies Food Drive August 28
Radio Station Collecting Food Items for Inter-Faith Food Shuttle Program

Raleigh, NC – MIX 101.5 WRAL-FM will host a Backpack Buddies Food Drive Thursday, August 28th to help the Inter-Faith Food Shuttle. The drive will run from 6 a.m. until 6 p.m. in front of Old Navy in Crossroads Plaza Shopping Center on Crossroads Boulevard in Cary, NC.

Bill Jordan and Sheri Logan of *Bill & Sheri in the Morning* will kick off the event Thursday morning on location to encourage MIX 101.5 listeners to donate food, new backpacks or monetary contributions.

Over 91,000 children in a seven county region rely on free or reduced lunches during the school year. The Backpack Buddies Program is designed to meet the needs of these children when other resources are not available by providing backpacks filled with enough food for six healthy meals and two healthy snacks that children take home on the weekend. The empty backpacks are collected after the weekend and refilled for the next weekend's use.

Non-perishable food items that are needed include pop-top canned food (e.g. soups, Chef Boyardee, meats, tuna, fruits and vegetables), individual sized cereal boxes, individual packaged crackers, healthy snacks (e.g. granola bars, oatmeal, breakfast bars), microwavable meals (e.g. macaroni and cheese, ramen noodles) and 100% juice in cans, plastic bottles or boxes.

Local corporations, civic groups and individuals collect backpacks and food and then help pack the bags. In 2007, the Backpack Buddies program provided 120,000 meals for hungry children.

Contact: Paige Longest, Promotion Director
Telephone: (919) 890-6132
E-mail: plongest@wralfm.com

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates [WRAL-TV](#), [WRAL Digital](#), [WRAL-FM](#), [WRAL-HD2](#), [WCMC-FM](#), [Microspace](#), the [North Carolina News Network](#), [CBC New Media Group](#) and [Wolfpack Sports Marketing](#) in Raleigh, NC; [WJZY-TV](#) and [WMYT-TV](#) in Charlotte, NC; [WILM-TV](#) in Wilmington, NC; [WRAZ-TV](#) and [The Durham Bulls](#) in Durham, NC; and real estate interests including the [American Tobacco Project](#) and Diamond View office building in Durham, NC.

###