



Journal Broadcast Group



NEWS RELEASE

FOR IMMEDIATE RELEASE
October 31, 2013

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94.9 MIXfm to Host ‘Thanksgiving on the Mayflower’ Food Drive Nov. 14

Tucson, Ariz. — 94.9 MIXfm and Tucson Electric Power (TEP) will hold a one-day fundraising and food drive from 5:30 a.m. to 7 p.m. on November 14 for the Community Food Bank of Southern Arizona. The collection, sponsored in part by Rosemont Copper and Sam’s Club, will be held at Sam’s Club, 4701 N. Stone Ave.

The ninth annual “Thanksgiving on the Mayflower” event challenges the Tucson community to fill an entire Meridian Mayflower Moving Systems moving truck with non-perishable items and to make cash donations to the Community Food Bank. The Community Food Bank’s buying power and business practices allow it to distribute about \$9 worth of food for every one dollar donated.

TEP will donate up to \$50,000 to match cash contributions from listeners during the event. “TEP and its employees want the best for our community. It’s our home, too, and we hope this food drive will make Thanksgiving a little brighter for at-risk children, families and others,” said TEP Chairman and CEO Paul Bonavia.

In the past 12 months, the Community Food Bank has experienced a six percent increase in requests for help when compared with the previous 12 months. The increase in demand comes at what is traditionally the busiest time of year for the organization.

“This has been an especially difficult year for many local families. Feeding their kids is always a priority, so let’s give them a real reason to feel thankful,” said Bobby Rich, host of the Bobby Rich Morning MIX. “It’s important to remember that TEP is doing cash matching—so donations will feed even more of the needy families.”

94.9 MIXfm will broadcast live throughout the day during the November 14 drive from the parking lot of Sam’s Club on Stone, just south of River. In addition to cash, acceptable donations include nonperishable food items like canned meats, soups, yams, pie fillings, vegetables, stuffing mix and peanut butter.

WHO: 94.9 MIXfm and Tucson Electric Power sponsor in part by Rosemont Copper and Sam’s Club

WHAT: “Thanksgiving on the Mayflower” Donation Drive

WHEN: Thursday, November 14, 5:30 a.m. – 7 p.m.

WHERE: Sam’s Club at 4701 N. Stone Ave., on Stone, just south of River

WHY: Raise cash and collect food donations for Community Food Bank of Southern Arizona

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KMXZ-FM 94.9 MIXfm is one of four radio stations in the Tucson market owned by Journal Broadcast Group.

About Journal Broadcast Group

Journal Broadcast Group owns and operates 35 radio stations and 14 television stations in 12 states and operates an additional television station under a local marketing agreement. Headquartered in Milwaukee, Wisconsin, it is the broadcast business of Journal Communications Inc., a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services.

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