



Journal Broadcast Group



NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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## 94.9 MIXfm to Host 'Thanksgiving on the Mayflower' Food Drive Nov. 15

**Tucson, Ariz.** — 94.9 MIXfm and Tucson Electric Power (TEP) are sponsoring and hosting a one-day fundraising event and food drive for the Community Food Bank of Southern Arizona.

The eighth 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.

"We're proud to participate in this wonderful effort to ease hunger in our community during the holiday season," said TEP CEO Paul Bonavia.

In the past 12 months, the Community Food Bank has experienced a 10 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.

"Our listeners are very generous and caring people," said Bobby Rich, host of the Bobby Rich Morning MIX. "I believe Tucsonans will once again rise to the challenge and demonstrate the spirit that makes our community such a wonderful place to live in."

94.9 MIXfm will broadcast live throughout the day during the Nov. 15 drive from the parking lot of Sprouts (formerly Sunflower) Market store at North 1<sup>st</sup> Avenue and East Limberlost Drive. In addition to cash, acceptable donations include nonperishable food items such as canned meats, soups, yams, pie fillings, vegetables, stuffing mix and peanut butter.

**WHO:** 94.9 MIXfm and Tucson Electric Power

**WHAT:** "Thanksgiving on the Mayflower" Donation Drive

**WHEN:** Thursday, November 15, 5 a.m. – 7 p.m.

**WHERE:** Sprouts (formerly Sunflower) Market at North 1<sup>st</sup> Avenue and East Limberlost Drive

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

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



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### **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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