



For Immediate Release  
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## Station Sets New Radiothon Record For TC Jay Fund

**1010XL listeners pledge \$74,000 to families battling childhood cancer.**

**December 2, 2014 (Jacksonville, FL)** -- On Tuesday, November 25th, the 1010XL family of listeners gave generously to the Tom Coughlin Jay Fund Foundation to help families with children diagnosed with Cancer. For the seventh straight year, 1010XL has held an annual radiothon to benefit the TC Jay Fund, created by former Jacksonville Jaguars and current New York Giants coach Tom Coughlin. Throughout the day, our live and local sports personalities addressed the wonderful ways the TC Jay Fund helps families with financial and emotional support during their time in need. Additionally, the stories of the families who have been helped were shared through recorded vignettes and in our studios live on the air. By days end, a record \$74,000 had been pledged.

The TC Jay Fund Radiothon is a major event on the 1010XL calendar. Overall, the listeners of 1010XL have donated over \$350,000 and increased their giving by 39% over last year.

"We are proud to support the TC Jay Fund year after year and all that they do," said Steve Griffin, 1010XL President and General Manager. "We appreciate the lengths our listeners go to support these families in their time of need and assist in growing the ways the TC Jay Fund can help them.

ABOUT 1010XL Jacksonville's live and local sports radio station, 1010XL is the flagship radio station of the Jacksonville Jaguars and broadcast on both WJXL-AM and WJXL-FM. 1010XL is also the local voice of the Florida Gators, Florida State Seminoles and Georgia Bulldogs fans. Station programming includes ESPN Radio's coverage of the NBA and Major League Baseball, Jacksonville Dolphins football and men's basketball, North Florida Ospreys baseball and men's basketball, and Georgia Bulldogs Football, Jacksonville Giants basketball, and local High School sports.

The station's passionate listeners are engaged throughout the day, absorbing the thoughts and opinions of the market's leading sports authorities, sharing their own opinion through their calls, Tweets and Facebook posts and actively responding to our partners who have addressed the business need of *Marketing to Men*.

You can find more on 1010XL at [www.1010XL.com](http://www.1010XL.com) and can follow the station at <https://twitter.com/1010XL> and <https://www.facebook.com/1010xl>.

ABOUT TOM COUGHLIN JAY FUND FOUNDATION The Tom Coughlin Jay Fund Foundation was created in 1996 in honor of Jay McGillis. Jay was a special young man who developed leukemia while a member of Coach Coughlin's team at Boston College. In the eight months between Jay's diagnosis and the day he lost his battle with cancer, the Coughlin family saw first-hand the physical, emotional and financial strains the illness caused the McGillis family. After going through the tragic events with Jay's family, Coach Coughlin vowed that if he ever had the chance, he would create a way to help families with children battling cancer. Coach Coughlin kept his vow and started a foundation to BE THERE in Jay's honor. Since then the TC Jay Fund has evolved in size and scope, helping thousands of families in Northeast Florida and the New York/ New Jersey Metropolitan Area who are fighting childhood cancer.

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