

FOR IMMEDIATE RELEASE

Date: June 17, 2013

**102.9 WMGK'S DEBELLA VETERANS RADIOTHON
RAISES OVER \$92,000 DESPITE FIRE IN BUILDING**

Bala Cynwyd, PA (June 17, 2013): This year's 7th Annual John DeBella Veterans Radiothon was a huge success. WMGK morning man John DeBella's live broadcast from outside of the National Constitution Center on Friday June 14 (from 6a-6p) raised over \$92,000 to benefit local veterans. All proceeds will be donated to the Philadelphia Veterans Multi-Service & Education Center (PVMSEC). The Radiothon was suspended for over an hour between 3:55p and 5:10p due to a seven alarm fire in the building that the radio station is located in. While fire crews worked to put the blaze out, the entire building was evacuated, shutting down the Radiothon's call center and the radio station's live broadcast capabilities. As soon as it was safe to re-enter the building, radio station personnel and volunteers from the PVMSEC returned to the Radiothon call center and on-air studios and DeBella resumed his live broadcast from the Constitution Center.

Listeners from all over the Delaware Valley made online donations as well as call-in donations during the Radiothon. Many of the listeners making call-in donations did so in the name of a current or former member of the military in their life. 'Thank You Items' were awarded to the person making the highest call-in donation each hour. Items included: concert tickets and meet and greet passes to see Heart, Lynyrd Skynyrd and Bad Company, autographed guitars signed by Alice Cooper and Bon Jovi, autographed items signed by the Phillies' Cole Hamels and the Flyers' Braydon Coburn and more.

WMGK advertisers also rose to the occasion this year. Donations came in from Valley Forge Casino Resort, Rommel Harley Davidson, SugarHouse Casino, Magnum Computer Recycling, NFI Industries and The Philadelphia Soul. This year's Radiothon also received messages of support from Governor Tom Corbett, rocker Joan Jett, comedian Jim Breuer as well as other local and national celebrities.

More about The PVMSEC

The Philadelphia Veterans Multi-Service and Education Center serves the multiple needs of recently discharged, displaced, discouraged and homeless veterans in our area. They help those who served with job training & job placement, substance abuse issues, behavioral health and medical problems.

Recent veterans, those returning from Iraq and Afghanistan, face an extremely difficult situation. They carry the emotional and physical baggage of war with them while returning to America's tenuous economic and employment situation.

102.9 WMGK-FM is owned by Greater Philadelphia Radio, Inc., a subsidiary of Greater Media, Inc., the parent company of 21 AM and FM radio stations in the Boston, Charlotte, Detroit, New Jersey and Philadelphia markets. Greater Media also owns a group of weekly newspapers in central New Jersey and several telecommunications towers located throughout the United States.

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