

## **FOR IMMEDIATE RELEASE**

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## **\$174,000 RAISED FOR LOCAL VETERANS VIA WMGK & JOHN DEBELLA'S VETERANS RADIOTHON**

Bala Cynwyd, PA (June 20, 2016): This past Friday's 102.9 WMGK 10th Annual John DeBella Veterans Radiothon was a huge success, raising over \$174,000 to benefit local veterans via the Veterans Multi-Service Center (VMC).

An impressive list of local and national celebrities called in to voice their support or donate items to eBay auctions that the station set up to enhance this year's fundraising efforts. Support came in from: General Colin Powell, rockers like Alice Cooper, Carlos Santana, The Who as well as Philadelphia Mayor Jim Kenney and Pennsylvania Governor Tom Wolfe.

John DeBella's wife Lisa, as well as an anonymous donor, also made a significant contribution to this year's Radiothon. They pledged a matching donation for every \$100 donation made, resulting in a donation of \$10,000. The donation was made in memory of Lisa's father, decorated World War II veteran, Harold Kapp.

WMGK advertisers also rose to the occasion this year. Donations came in from Delaware Valley Sports Center, Certainteed, American Standard, Camden County Board of Freeholders, Golden Nugget Casino and Hotel and Marina, Always Best Care Philly, Horizon Services, Keswick Cycle, Delaware Valley University, United Food and Commercial Workers Local 1776, Barbera on the Boulevard, Drexel University Online, Parx Casino, Creamery Tire.

### **More about The VMC**

The Philadelphia Veterans Multi-Service Center's mission is to provide services, programs, opportunity and advancement to Veterans of the U.S. military and their families. Each year they serve 2,500 individual veterans, provide over 172,000 meals to homeless veterans, place over 300 veterans in jobs, and place over 500 veterans in housing.

**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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