Knoxville Radio Station Star 102.1 raises over $273,000 for East Tennessee Children’s Hospital

Knoxville, Tenn. - March 16, 2015 - WWST/Star 102.1 has helped raise over a quarter of a million dollars for East Tennessee Children’s Hospital.

On March 5 and 6, Star 102.1 Morning team Marc and Kim conducted their yearly Radiothon live at West Town Mall in Knoxville and stayed on air from 6 a.m. to 6 p.m. each day, raising just over $131,000 for Children’s Hospital’s Home Health department. The organization serves 16 counties in the area and provides nursing services, physical, occupational, and speech therapies and respiratory care at patient homes, which help avoid extended hospital stays. In 2014, Home Health Care made more than 21,000 home visits.

On Thursday, March 12, Star 102.1 and Children’s Hospital hosted their annual “Dancing with the Knoxville Stars” gala event. With the help of local Knoxville celebrities and television personalities, including Star 102.1’s midday personality Becca James, the event raised more than $143,000. In comparison, the first “Dancing with the Knoxville Stars” event seven years ago raised around $14,000.

WATE6 TV’s Kristen Farley took top fundraising honors, bringing in over $23,000 and a mere $2 MORE than WWE Wrestler Kane, who also took part in the competition. Star 102.1 air personality Becca James got the top combined score for her dance performance with professional dance partner Jake Rivera from Dance Tonight.

Proceeds from “Dancing with the Knoxville Stars” 2015 will purchase new ventilators for Children’s Hospital.

Since the Marc and Kim show began on Star 102.1, over $4.25 million has been raised for East Tennessee Children’s Hospital through a variety of station events and fundraising activities. “Star 102.1 and Journal Broadcast Group are valued partners,” said Seth Linkous from Children’s Hospital. “Their listeners prove time and time again how much they support and believe in the mission of Children’s Hospital. Together, we’ve raised millions of dollars; the impact for the families we serve is immeasurable.”

WWST-FM Star 102.1 is one of four Journal Broadcast Group-owned radio stations serving the Knoxville market. The other stations are WKHT/Hot 104.5, WCYQ/Q100.3, and WNOX/93.1.

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