Cumulus Shreveport Radio Stations Raise Over $52,000 in 2nd Annual Radiothon for Shriners Hospital for Children

SHREVEPORT, LA, December 11, 2020 — CUMULUS MEDIA announces that Cumulus Shreveport radio stations 99.7 KMJJ, Q97.3 (KQHN), and Lite Rock 100.7 (KRMD) raised over $52,000 through the stations’ 2nd Annual Radiothon for Shriners Hospital for Children, held December 3-4, 2020. The funds will benefit Shriners Hospital for Children Shreveport, offering help and hope for a brighter future for Shreveport area children.

Jennifer Laurent, Development Officer, Shriners Hospital for Children Shreveport, said: "The partnership between Shriners Hospitals for Children – Shreveport and Cumulus Radio Station Group is a wonderful collaboration, resulting in kids from across six states receiving specialty care regardless of the family’s ability to pay. We are so grateful for the extraordinary work of so many to help share the mission and collect necessary funds for such a critical need."

Jay Michaels, Operations Manager, Cumulus Shreveport, commented: "To be able to partner with such an amazing and special organization like Shriners Hospital for Children is so important and meaningful to us. Our community is so fortunate to have the very first Shriners Hospital for Children right here in Shreveport, which changes and improves the quality of life for thousands of area kids every year. We thank our listeners and sponsors for stepping up to help local kids through their generous donations and support."

About CUMULUS MEDIA

CUMULUS MEDIA (NASDAQ: CMLS) is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month — wherever and whenever they want it. CUMULUS MEDIA engages listeners with high-quality local programming through 422 owned-and-operated stations across 87 markets; delivers nationally-syndicated sports, news, talk, and entertainment programming from iconic brands including the NFL, the Masters, the Olympics, the Academy of Country Music Awards, and many other world-class partners across nearly 8,000 affiliated stations through Westwood One, the largest audio network in America; and inspires listeners through its rapidly growing network of original podcasts that are smart, entertaining and thought-provoking. CUMULUS MEDIA provides advertisers with personal connections, local impact and national reach through on-air and on-demand digital, mobile, social, and voice-activated platforms, as well as integrated digital marketing services, powerful influencers, full-service audio solutions, industry-leading research and insights, and live event experiences. CUMULUS MEDIA is the only audio media company to provide marketers with local and national advertising performance guarantees. For more information, visit www.cumulusmedia.com.
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