ENTERCOM RAISES OVER $220,000 FOR CHILDREN’S HOSPITAL OF RICHMOND AT VCU

Annual “36-Hours for Kids Radiothon” Supports Pediatric Care

RICHMOND, VA – December 7, 2020 – Entercom raised over $220,000 to benefit Children’s Hospital of Richmond at VCU through the 9th annual “36-Hours for Kids Radiothon” in Richmond, VA. Since launch, the radiothon has raised more than $1.3 million with support from 106.5 The Beat (WBTJ-FM), Big 98.5 (WRXL-HD2), Mix 98.1 (WTVR-FM), Newsradio WRVA (WRVA-AM/HD2) and Q-94 (WRVQ-FM).

“‘36-Hours for Kids’ is a wonderful annual tradition and a great way for our radio stations to help support families and children in the Richmond community,” said Bennett Zier, Senior Vice President and Market Manager, Entercom Norfolk. “The people of Richmond are very generous and it’s truly a special experience to be able to encourage our friends and neighbors to come together for a great cause.”

As part of the virtual radiothon on December 2 and 3, Mix 98.1 dedicated 36 hours of programming to raising money for the region’s Children’s Hospital. On-air hosts Jeff Wicker, Rebecca Wilde, Kat Simons and Zach spoke with local families who have received care and support at Children’s Hospital of Richmond at VCU, sharing amazing stories of hope and healing.

Entercom is committed to supporting the health and success of the communities that are the heart of its business. “36-Hours for Kids Radiothon” is a part of Entercom Serves, the Company’s social impact platform that raises awareness of social issues and brings communities together for good. Entercom unites with its listeners and brands to support sound communities through several pillars of impact: children’s health, mental health and anti-bullying, veterans and service members, the environment, civic education, and diversity, equity and inclusion.

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