Alpha Media, Topeka Raises Over $70,000 for St. Jude

MARCH 1, 2018 – Alpha Media, Topeka is proud to announce Big 94.5 Country, Country 106.9, and 580 WIBW joined together to raise $76,040 with the Envista Credit Union St. Jude Children’s Research Hospital Radiothon. The radiothon took place February 22-23.

This is the third year that the Alpha staff has teamed up for this event, raising almost a quarter of a million dollars altogether. Topeka area businesses also played a major role in supporting the radiothon, with several businesses renewing their annual commitments. Envista Credit Union, Dr. Pepper, and Jim Garrison-State Farm Insurance Agent lent their support to the title sponsorship, phone bank, and tote board, respectively. The Coors Light text line made donating even easier. All of the Partners in Hope receive a t-shirt to commemorate their monthly pledge to St. Jude. This year’s shirt sparked a national campaign with many popular country artists promoting the movement. Facebook, Instagram, and other social media outlets were flooded with images of the shirt which says, “This Shirt Saves Lives.”

Alpha Media, Topeka Promotions Director, Torey Berndt commented on the announcement, “Thank you! Thank you, northeast Kansas! Danny Thomas said, ’No child should die in the dawn of life.’ Thanks to your support, we’ve gotten one day closer to no child ever having to.”

“Finding sponsors for St, Jude is really easy when you understand how it helps the kids. I have had the privilege of visiting St. Jude numerous times and once you walk through the doors and see what they do for those kids, it changes your outlook on life. When I relay that to businesses, they are happy to help out with the radiothon,” remarked Tim Kolling, Alpha Media, Topeka Senior Marketing Consultant.

Upon the successful completion of all pending transactions, Alpha Media, a diverse, multimedia company will own or operate 228 radio stations and 224 websites serving 49 markets across the United States. In addition to the stations and
websites, Alpha Media owns the intimate performance venues, Bloodworks Live Studio in Portland, OR., Alamo Lounge in San Antonio, TX, and StudioEast in Kenosha, WI. Strong relationships with clients and community members keep Alpha true to its Live and Local philosophy. Alpha Media is relentlessly focused on innovation, efficiency, and entertainment.

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