



## FOR IMMEDIATE RELEASE

### **Beasley Media Group's 105.1 The Bounce Launches 105K Lbs. Weight Loss & Healthy Living Challenge in the Motor City**

**DETROIT, MI (January 16, 2018):** Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces the launch of 105.1 The Bounce's *105K lb. Weight Loss & Healthy Living Challenge* in Detroit, Michigan.

Join the Bounce Ambassadors for this exciting 10 week program designed to encourage listeners to exercise, eat healthier, and have a better overall understanding of what it means to live a healthy life!

Molina Healthcare, Custom Health Centers, and Eastern Market will participate in this initiative.

Interested participants can register for the FREE challenge at [www.1051thebounce.com](http://www.1051thebounce.com) to pick a team to help motivate them on a weekly basis and tune into 105.1 The BOUNCE to listen for healthy tips.

In addition, beginning on January 27<sup>th</sup>, 2018 for ten consecutive weeks, listeners will have the opportunity to join 105.1 The BOUNCE for a free weekly work out, attend FREE Zumba Classes, take part in cooking demonstrations by Eastern Market chefs, speak with a weight loss professional, and more!

On February 24<sup>th</sup> and March 24<sup>th</sup>, listeners will be able to see how much progress they have made during the journey and celebrate at the final weekly work out, which will take place on March 31<sup>st</sup>.

**For additional details, please visit [www.1051thebounce.com](http://www.1051thebounce.com).**

***105.1 WMGC-FM is owned and operated by Beasley Media Group, Inc.***

**About Beasley Media Group:**

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

**###**