104.9 The Wolf Raises Over $70,000 for St. Jude

FEBRUARY 8, 2018 – Alpha Media, Peoria announced The New 104.9 The Wolf (WXCL) raised $70,124 with John & Jaymie’s Radiothon for St. Jude Kids. The Wolf staff broadcasted from the Alpha Media building February 1-2 for 12 hours each day. Nearly 7 million dollars has been raised over the past 28 years during The Wolf’s radiothon.

Listeners were encouraged to call the Reiman’s Harley-Davidson Phone Bank to donate and also become a Partner in Hope. Each Partner in Hope received a “This Shirt Saves Lives” t-shirt. In addition to the t-shirt, Partners in Hope were also entered into drawings for concert tickets and other ‘thank you’ gifts.

104.9 The Wolf Content Director, Chris Michaels commented on the announcement, “The Wolf Pack and people of Central Illinois really came through for the kids and families of St. Jude by becoming Partners in Hope and filling our ‘Heart of Hope,’ It does my heart good to see the community continue to come together to make miracles happen.”

“St. Jude Children’s Research Hospital is grateful for our partnership with 104.9 The Wolf and Alpha Media. The funds and awareness raised during the annual radiothon are vital to continuing the life-saving mission of St. Jude. Congratulations on a successful year,” remarked Corinne Olson, St. Jude Children’s Hospital Sr. Regional Development Representative.

Upon the successful completion of all pending transactions, Alpha Media, a diverse, multimedia company will own or operate 227 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, PDX 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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Left to Right: Wolfie, Jaymie Gordon, Chris Michaels, Corinne Olson, Sarah Varnes, John Young