

GOOD KARMA BRANDS

CHILDREN'S RADIOTHON RAISES RECORD FUNDS FOR LOCAL AGENCIES

WBEV / WXRO CHILDREN'S RADIOTHON TAKES IN NEARLY \$130,000, toppling totals from previous years

BEAVER DAM, WI – It was a record-breaking year for the 15th Annual WBEV / WXRO Children's Radiothon. This year's preliminary total is \$129,864.94, nearly \$14,000 more than last year's final tally.

The Radiothon began at 6 a.m. on Thursday, June 21, and concluded more than 27 hours later. Money was raised through a marathon on-air auction – featuring items donated by local community members and advertising partners – and a variety of activities held throughout the region. Over the past 15 years, the Radiothon has raised more than \$1.2 million.

"The generosity of the community is astounding," says Good Karma Broadcasting President Craig Karmazin. "The Radiothon is truly a cooperative effort of our Good Karma Broadcasting teammates, marketing partners, and especially our fans that enable this event to be such a success.

"For a fourth year in a row, Noel's Angel Walk provided a huge boost to the final total. The event was organized by Lori and Scott Smith of Beaver Dam and dedicated to their late daughter Noel Ann Smith. More than 200 people walked a one-mile or 2.5-mile route on Thursday morning. In its four-years of existence, the walk has raised nearly \$60,000 for the Radiothon.

The Radiothon also featured a, dessert auction, car wash and brat fry. Local radio personalities took in more than \$5,000 in monetary donations with a fishing pole while perched on the roof of the radio station. Local motorcycle clubs will also beholding a special ride Thursday, June 28, with funds raised expected to boost this year's final total.

Plans are already underway for next year's event.

(Please see attached for a full list of agencies receiving funds from the 2012 Radiothon, as well as notes on the DodgeCounty Service Cup.)

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*WBEV and WXRO are owned and operated by Good Karma Broadcasting LLC.
WBEV and WXRO offices and studios are located at 100 Stoddart Street in Beaver Dam*

Contact: Craig Warmbold (920) 885-4442 x127

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Agencies that will receive funds from this year's Radiothon:

Green Valley Enterprises; Clothes For Kids

PAVE (People Against Violent Environments)

The YMCA of Dodge County

Parent Resource Place

Community Care Preschool & Child Care

Big Brothers, Big Sisters of Dodge County

New Beginnings Homeless Shelter

The Watertown Family Center

The Waterworks Park Project

Dodge County Service Cup:

For the fifth consecutive year, all agencies benefiting from the Radiothon competed in fundraisers throughout the region for the chance to take home the "Dodge County Service Cup." This year's winner, Clothes for Kids, raised nearly \$5,000 in the Fox Lake-Randolph area and took back the trophy they held for three years before Green Valley Enterprises big finish in 2011.

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