

MEDIA ALERT



FOR MORE INFORMATION:

Abigail Fahrig, Hoffman/Lewis
afahrig@hoffmanlewis.com
314.454.3455 (office)
636.578.3813 (cell)

**KSHE-95 & McDONALD'S HOST ROCKIN' FUNDRAISER TO
BENEFIT ST. LOUIS RONALD MCDONALD HOUSE CHARITIES**

WHO: KSHE 95 and McDonald's Restaurants are teaming up to host the 6th annual KSHE 95 and Ronald McDonald House Request-A-Thon to benefit the Ronald McDonald House Charities (RMHC) of St. Louis.

WHAT: Today, Friday, April 10th, 2009, KSHE 95 radio station listeners will have the chance to take over the airwaves by selecting all the songs played that day, while contributing to the Ronald McDonald House Charities. For a minimum donation of \$35 per song request, KSHE 95 will play the listener's song choice and even add a name dedication for a larger donation.

In addition to requesting songs, listeners can bid on a variety of on-line auction items such as a sports lovers package - which includes 12 rounds of golf and 12 Cardinals tickets in Big Mac Land, a KSHE 95 lunch package - where listeners can help host and program the lunch show as well as eat with their favorite KSHE 95 DJs, a \$250 KSHE Schtuff shopping spree, a fabulous Mother's Day gift package, and much, much, more.

Last year more than \$11,000 was raised, and to date over \$60,000 has been donated to RMHC by the generous KSHE 95 listeners.

WHEN: The Request-A-Thon will officially take today on **Friday, April 10, 2009.** Listener lines will open at 8am, and the songs will spin from 9am until midnight.

HOW: Listeners who wish to request a song, are asked to call the KSHE Request Line at: 314-969-1111 or 1-800-842-KSHE. For more information, or to bid on the auction items visit www.kshe95.com. To learn more about the Ronald McDonald House Charities of St. Louis go to www.rmhcstl.com.

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