

2013 - 4th Quarter Issues

Issue – Breast Cancer Support

We held a promotional event titled “Pink Pumpkin Patch” as a fundraiser for Kentucky Pink Connection. People were invited to either make a donation to paint a pumpkin pink or to purchase a pre-painted Pink Pumpkin. This event helped get the word out about supporting Breast Cancer patients and to help eliminate the barriers for screening, diagnosis and treatment. Their website is kypinkconnection.com

Issue: Helping the less fortunate during the holidays with the Salvation Army.

The Salvation Army gives children gifts for the holiday season that come from tough economic backgrounds. We took part in an on air effort, with our radio station, as a way of promoting these “Angels” getting adopted. Over the course of three weeks we were able to help over 150 children. Their website is salvationarmy.org

Issue: Childhood Cancer Support and Research

We held a concert fundraiser for St Jude Children’s Research Hospital called the Froggy St Jude Jam. It was an effort to promote the support these families need when dealing with a child with cancer, as well as the research taking place that continues to improve the odds of survival of these children. This was a combination of getting the word out on air and on site during the event. We were able to raise around \$1500 dollars to help support this cause. Their website is stjude.org

Issue: Special Needs

We promoted the YMCA Christmas Ball is an Annual event that is designed to be an encouraging, fun event for individuals with disabilities and their families. Sponsors help make this event free and it includes live music and dancing, games, craft’s and Santa. Brent Wallace coordinates this event with the Frankfort YMCA. Their website is frankfortymca.org