



FOR IMMEDIATE RELEASE

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Radio One Charlotte Hosts “Help One Another” Radiothon All-Day Event to Benefit Second Harvest Food Bank of Metrolina for Hurricane Helene Relief

Charlotte, North Carolina – October 15, 2024 – Radio One Charlotte, in partnership with Second Harvest Food Bank of Metrolina, is proud to announce an all-day radiothon to support those affected by Hurricane Helene. This event will take place on Thursday, October 17th, from 6am to 7pm across the following Radio One Charlotte stations: WOSF, WBT, WFNZ, WLNK, WPZS and WOSF-HD2.

In addition to the on-air Radiothon, Second Harvest Food Bank of Metrolina will host an in-person supply drive the same day from 8am – 5pm at 500-B Spratt Street.

As our community continues to face the aftermath of Hurricane Helene, we invite everyone to tune in and donate while showing their support for those in need. Proceeds from the Radiothon will go directly to Second Harvest Food Bank of Metrolina, a 501(c)(3) organization serving a total of 24 counties - 14 in North Carolina and 10 in South Carolina.

Marsha Landess, Radio One Charlotte Regional Vice President, stated, “We are focusing the power of our six radio stations to help raise funds for the relief efforts for our neighbors in the western part of our state. We know their lives have been turned upside down, and we want to do our part to assist them in rebuilding and recovering. Our goal is to raise a substantial amount to help them begin to put their lives back together. Every dollar counts, whether large or small.”

Kay Carter, CEO of Second Harvest Food Bank of Metrolina, added, “Everyone at Second Harvest Food Bank of Metrolina is so grateful to Radio One for all of their efforts to assist us as we work to help the many victims of Hurricane Helene. The needs are great, and we want to thank all the radio stations and their listeners for considering a donation to the Radiothon. We promise to use your donations wisely to provide food and other supplies throughout the affected areas.”

You can make donations by texting HELP1 to 44834 or visiting our respective websites and clicking on the Help One Another link to donate. Join Radio One Charlotte and Second Harvest Food Bank of Metrolina as we Help One Another this Thursday and show what it means to stand together as ONE.

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