



## **FOR IMMEDIATE RELEASE:**

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## **Beasley Media Group Bike Drive Benefits Toys for Tots Foundation in Southwest Florida**

**Fort Myers, Florida (12/18/18):** Beasley Media Group's Southwest Florida radio stations partnered with the Marine *Toys for Tots* Foundation of Lee County to host the inaugural *Beasley Bike Drive*.

WXKB-FM, WJPT-FM, WRKX-FM, WWCN-FM, WRXK-HD2 and WJBX-AM collected 872 bikes and raised over \$1,000 in gift cards and cash for Toys for Tots Foundation. The six stations joined forces from 6:00AM to 6:00PM on Friday, December 14<sup>th</sup>. B103.9's Big Mama and the WiLD Bunch and Joe Winner, 96KRock's Zito and Stan & Haney, Sunny 106.3's Matt Mangas and Sheila, 99.3 ESPN's Sheman & Sheppard, and Playa 98.1's Enrique and Tony Clemente broadcasted live encouraging listeners and businesses to stop by and donate a bike or unwrapped toy.

"I want to thank our loyal listeners and local businesses for their generosity," said VP/Market Manager, Brad Beasley. "The response was overwhelming. Many underprivileged kids will benefit from the Beasley Bike Drive."

"It is exciting to witness the power of radio that transpired at the 1st Beasley Bike Drive in Ft. Myers. Thanks to our listeners and local businesses for their massive amount of bike donations," said Operations Manager, Adam Star. "I am so proud of our Programming and Promotions team members. Collectively, we were able to change over 872 families this holiday season."

**About Toys for Tots Foundation of Lee County:** The Marine Toys for Tots Foundation was created at the behest of the US Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the US Marine Corps Reserve Toys for Tots Program since 1991.

**About Beasley Media Group:**

Beasley Media Group, LLC is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 64 stations (46 FM and 18 AM) in 15 large and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For additional information, please visit [www.bbgi.com](http://www.bbgi.com).

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