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WSB-TV DONATES \$30,000 TO LOCAL CHARITIES



SEVERE WEATHER RADIO CAMPAIGN GIVES BACK TO THE COMMUNITY

ATLANTA (December 31, 2008) – Channel 2, WSB-TV announced today that it donated \$30,000 to local charities in December. United Way of Metropolitan of Atlanta, Hosea Feed the Hungry and Homeless, and the Atlanta Community Food Bank each received a check for \$10,000. The donations were made possible thanks to WSB-TV’s Severe



Bill Bolling of Atlanta Community Food Bank accepts \$10,000 donation from Channel 2’s Bill Hoffman

Weather Radio campaign. This year-long campaign encourages people to arm themselves with severe weather radios. The campaign creates donations made to local charities which help Georgians in times of dangerous weather as well as aid other critical community needs.

“Part of our mission and responsibility is to give back to the community.” said Bill Hoffman, vice president and general manager for Channel 2, WSB-TV. “The success of our Severe Weather Radio campaign demonstrates the need for emergency communication and provides much needed help to these important charities in very tough times.”

Since February, the project has raised over \$100,000 for charities across the metro area. Following the March tornadoes, \$40,000 was provided to the local chapters of the American Red Cross and the Salvation Army for disaster relief. The station also donated more than 200 severe weather radios to Clayton County Emergency Services.

The lifesaving radios are available at any Kroger store in metro Atlanta. The partnership between Channel 2, Midland Radio and Kroger makes the radios available at the reduced price of \$29.99 from \$49.95. Each radio sold credits the campaign with \$2.50 for the charity fund.

Glenn Burns, Channel 2’s chief meteorologist, added, “We’re obviously all about keeping the community safe. But unfortunately, bad weather leaves a trail of destruction from which neighborhoods have to recover. And this is our way of helping our communities rebuild.”



Glenn Burns

WSB-TV is a Cox Television Station and the top-rated local newscast in the Atlanta, Ga. television market. **About Cox Television:** Cox Television includes 15 television stations, 3 national television sales representation firms, a television production company, and a Washington D.C. news office. Cox Television is a subsidiary of Cox Enterprises, Inc., based in Atlanta.