

FOR IMMEDIATE RELEASE



FOR MORE INFORMATION:

Mary Dreyer, Hoffman/Lewis
mdreyer@hoffmanlewis.com
314-802-2989 (office)
314-974-6262 (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 3rd annual Ronald McDonald House Request-A-Thon to benefit the Ronald McDonald House Charities (RMHC) of St. Louis.

WHAT: This Friday, KSHE-95 radio station listeners will have the chance to take over the air waves 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 listeners' song choice and even add a name dedication for a larger donation.

Last year more than \$12,000 was raised for the RMHC, and to date over \$22,000 has been donated by the generous KSHE-95 listeners. In addition to requesting songs, listeners can bid on a variety of on-line auction items such as front row tickets to KSHE concerts, box seats at a Cardinals game, various gift packages and more.

In an effort to increase donations, KSHE-95 is giving away a pair of Sammy Hagar lawn seats to the first 95 callers whose requests are played. McDonald's Street Team will also be selling raffle tickets for the chance to win a pair of Cardinals tickets and a DVD copy of "*Millions of Cardinals Memories: Busch Stadium 1966-2005.*"

WHEN: The Request-A-Thon will officially take place on **Friday, April 21, 2006**. Listener lines will open at 8am, and the songs will spin from 9am until midnight. The on-line auction is currently open for bids, and will close on Friday. The raffle tickets will go on sale on Friday morning, with an on-air drawing that evening.

WHERE: Volunteers staffing the phone lines, will be stationed at KSHE-95 (located at St. Louis Union Station). The McDonald's Street Team will sell tickets at the McDonald's Restaurant located at 906 Carlyle Road in Bellville, Illinois from 11am-1pm, and downtown around the stadium from 6-8pm. Raffle tickets may also be purchased in the KSHE lobby during business hours on Friday.

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.

###