

**FOR IMMEDIATE RELEASE**

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## **KSHE-95 & McDonald's Restaurants to Host Rockin' Fundraiser for Ronald McDonald House Charities**

**WHAT:** KSHE-95 radio listeners who want to hear their favorite song will have their chance during the 2<sup>nd</sup> Annual KSHE-95/McDonald's Request-A-Thon. Together, McDonald's Restaurants and KSHE-95 are hosting an all day Request-A-Thon with proceeds benefiting St. Louis Ronald McDonald House Charities (RMHC).

Last year, KSHE-95 listeners rocked 'for' the House and raised \$10,000 for families that rely on and utilize RMHC services. For example, many callers requested to hear the classic 'Free Bird' ballad. This request resulted in a bidding war and went to the highest bidder for \$250. If you are in the mood to hear your favorite song on the KSHE-95 airwaves – it will cost you.

Organizers hope to raise more than double the amount of fun and funds during this year's Request-A-Thon. Local radio personalities, St. Louis Rams Cheerleaders and Ronald McDonald House volunteers will take song requests over the phone on Friday, March 4<sup>th</sup> from 9 a.m. to Midnight, for a \$25 minimum donation.

During the lunch hour, listeners are also encouraged to stop by KSHE-95 to visit the McDonald's Street Team booth to request a song in person. For an additional \$5 donation, people can also have their picture taken with a St. Louis Rams Cheerleader or receive an autograph.

Listeners, who call in to request a song from the KSHE-95 music library, will also have the chance to bid on special auction items.

**WHEN:** Request-A-Thon, Friday, March 4<sup>th</sup> - 9 a.m. to Midnight.

St. Louis Rams Cheerleaders @ McDonald's Street Team booth,  
11:30 a.m. – 1:30 p.m.

**WHERE:** The Request-A-Thon will take place at KSHE-95, located at St. Louis Union Station. The McDonald's Street Team Booth will be located outside of KSHE-95 Radio Station.

**HOW:** Listeners who wish to request a song, are asked to call the KSHE Request Line at 314-969-1111 or 800-842-KSHE. For additional information, log onto [www.kshe95.com](http://www.kshe95.com) or [www.mcdonaldsstl.com](http://www.mcdonaldsstl.com).

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