

CBS Radio Philadelphia Raises Almost \$900,000 In One Week of Fundraising Efforts

Written by Australian Business

PHILADELPHIA, Sept. 19, 2013 /PRNewswire/ -- CBS Radio Philadelphia's WOGL-FM and WIP-FM hosted Radiothons that raised more than \$845,428 for two very important and worthy causes in the Delaware Valley, benefiting children from all walks of life. Additionally, WOGL-FM, WIP-FM, CBS Sports Radio 610, WPHT-AM, and KYW-AM raised over \$42,825 for the Travis Manion Foundation through multiple 9/11 Heroes Runs making the grand total of charitable donations over \$888,000 for CBS Radio Philadelphia in just one week.

The 98.1 WOGL Loves Our Kids Radiothon raised \$662,428.33 in two days for The Children's Miracle Network (CMN) at The Children's Hospital of Philadelphia. In the past twelve years, 98.1 WOGL has raised \$6,247,185.33 for Children's Hospital.

The 94WIP Eagles Youth Partnership Radiothon raised over \$183,000 in two days. All donations raised benefit Eagles Youth Partnership. This was the 13th year of the Eagles Radiothon.

"We get to see first-hand the impact our radio stations have on the community," said Marc Rayfield, Senior Vice President/Market Manager CBS Radio-Philadelphia. "We are local business operators who feel it's our duty to support fine organizations like CHOP, Eagles Youth Partnership and the Travis Manion Foundation. Like many, our families have been the beneficiaries of the services they provide, and we are very fortunate to have them in our back yard."

The 98.1 WOGL Loves Our Kids Radiothon aired Thursday, September 4th and Friday, September 5th on WOGL-FM. Donations were taken by phone, on line and in person. The Radiothon was

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broadcast live from the Ryan Seacrest's "The Voice" studios located in the Colket Atrium at The Children's Hospital of Philadelphia. The 94WIP Eagles Youth Partnership Radiothon aired Tuesday, September 3rd

and

Wednesday, September 4th

live from WIP's studios. The Travis Manion Foundation 9/11 Heroes Runs were held locally on September 7th

, 8th and 15th at multiple locations throughout Pennsylvania

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New Jersey

and

Delaware

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WOGL, WIP, CBS Sports Radio 610, WPHT and KYW are owned and operated by CBS RADIO, one of the largest major market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 126 radio stations across 27 markets, including all of the Top 10. Operating within CBS RADIO is CBS Local Digital Media, a unique brand responsible for the convergence of the division's new and traditional media platforms through creative original content and advanced delivery methods. The stations are available online at www.cbsphilly.com

and

www.wogl.com

and through applications on the iPad, iPhone, and Android devices.

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