



**FOR IMMEDIATE RELEASE**

Date: Thursday, April 20, 2006  
Contact: Charly Espina Takahama or Wendy Osher  
Phone: 877-5566  
**RE: PACIFIC RADIO GROUP RAISES 35,000+ POUNDS OF FOOD**

**MAUI DJS RAISE FOUR TIMES THEIR WEIGHT IN FOOD**

Pacific Radio Group received four times its weight in food donations by raising more than 35,000 pounds for the Maui Food Bank. The donations were dropped off at sponsor locations and at our own Pacific Radio Group with the goal of raising 8,594-pounds—or the equivalent of the combined weight of the company’s DJs at KPOA 93.5 FM, “DaJAM” KJMD 98.3 FM, “KISS” KJKS 99.9 FM, “The Point” KLHI 101.1 FM, KNUI 900 AM and “ESPN” KMVI 550 AM.

Donations included an individual contribution of 2,000 pounds from Kihei resident Bob Douglas. Businesses participating in a “Battle of the Businesses” competition through the company’s KPOA 93.5 FM also made significant contributions. Ulalena Maui Theater on Front Street in Lahaina and Kanaka Metal Horse located behind the Tesoro Gas Station in Kihei both raised more than 10,000 pounds each during the promotion.

Other participating businesses included: 871-MAUI; Broke Da Mouth Cookie Co.; Clearwire; Gold’s Gym; Ka’anapali Beach Hotel; Koa at Kehalani, Ke Ali’i Ocean Villas; The Law Offices of Ing, Horikawa, Jorgensen and Stewart; Leis to Go; the Maui Bulletin; Midas Mufflers; the P.A.T.C.H. offices; Paw-Parazzi; Resort Quest Maui Hill; Roundtable Pizza; The Needle Work Shop; the Maui Humane Society; and The Pint Size Corporation.

Donations were measured in pounds with cash contributions converted to 5 pounds per dollar. 100% of the donations received are staying in Maui County and will help to stock shelves and meet summer demand at the Maui Food Bank.

The funds and items raised through Pacific Radio Group go towards the Maui Food Bank’s ultimate goal of collecting 80,000 pounds of food as part of its 17<sup>th</sup> Annual Community Drop Off Day set for this Saturday, April 22<sup>nd</sup> from 9 a.m. to 3 p.m. at the Maui Mall. The event is part of the larger Spring Food and Fund Drive being held on all islands the same day.

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KPOA	KJMD	KNUI	KLHI	KMVI	KNUI
93.5FM	98.3FM	99.9FM	101.1FM	550AM	900AM