



**FOR IMMEDIATE RELEASE**

Date: Wednesday, April 12, 2006  
Contact: Charly Espina Takahama or Wendy Osher  
Phone: 877-5566  
**RE: PACIFIC RADIO GROUP PULLS ITS WEIGHT IN FOOD**

**MAUI RADIO STATIONS WEIGH-IN FOR HUNGER-RELIEF**

The six Pacific Radio Group stations on Maui have joined forces to match their poundage with food donations and “pull their weight” for hunger-relief on the island. Pacific Radio Group is looking to collect a total of 8,594-pounds of food, 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. The donations will help to stock shelves and meet summer demand at the Maui Food Bank.

Preferred items for donation include canned meats and fish, soups, fruits and vegetables, cereals, rice and pasta with 100% of the donations received staying in Maui County. Cash donations are also being accepted with every dollar equal to 5 pounds of food. Items can be dropped off at the Pacific Radio Group office located at 311 Ano Street in Kahului by Friday, April 21<sup>st</sup>.

In addition to the company challenge, KPOA 93.5 FM is hosting a “Battle of the Businesses” contest. Listeners can drop off their donations at participating locations including the Ulalena Maui Theater, Broke Da Mouth Cookie Company, Clearwire, Paw-Parazzi on Front Street in Lahaina, the Maui Bulletin, Leis to Go on Dairy Road, Round Table Pizza, Midas Mufflers, all three Gold’s Gym locations, 871-MAUI, The Needlework Shop, the Maui Humane Society, Koa At Kehalani, Ke Alii Ocean Villas sales office, Resort Quest Maui Hill, Pint Size Corporation, the P.A.T.C.H. offices or the Kaanapali Beach Hotel. The company that collects the most combined weight of food will win a catered lunch for up to 20 from Bentos and Banquets. The winner will be determined at 5 p.m. on Thursday April 20<sup>th</sup> and will be announced on KPOA the following morning.

The ultimate goal of the Maui Food Bank is to collect 80-thousand pounds of food as part of the agency’s 17<sup>th</sup> Annual Community Drop Off Day. The event will run from 9 a.m. to 3 p.m. on Saturday, April 22<sup>nd</sup> at the Maui Mall in Kahului. The event is part of the larger Spring Food and Fund Drive being held on all islands that day.

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