



IMMEDIATE RELEASE

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Howard University's WHUR 96.3 FM Partners with Bread for the City for Holiday Food Drive

Washington, D.C., (November 6, 2007) - WHUR 96.3 FM - Howard University, in partnership with Bread for the City, will sponsor "Food2Feed," a 12-hour fundraiser at the Old Post Office Pavilion Thursday, Nov. 15, 6 a.m. to 6 p.m., to help feed needy families for Thanksgiving. Volunteers will fan out along 12th Street and Pennsylvania Avenue, NW Washington, D.C., encouraging people to donate.

The WHUR live broadcast outside at the Old Post Office Pavilion begins at 6 a.m. with the nationally syndicated Steve Harvey Morning Show. Harvey, an award-winning comedian and radio personality brings his show and crew to Washington to help increase awareness about the plight of people who are needy. It is estimated that one in nine D.C. families is at risk of or living with hunger.

The "Food2Feed" broadcast seeks to collect monetary and non-perishable food items that will be turned over to Bread for the City, a private, non-profit organization that provides vulnerable Washington residents with comprehensive services including food, clothing, medical care, legal and social services. Bread for the City will use the donations to purchase and package Thanksgiving baskets for needy families, consisting of a turkey and all the trimmings.

"We know that there are literally tens of thousands of families in the Washington area who are at-risk of not having a traditional Thanksgiving meal this year. With the help of our many sponsors and generous listeners, we believe we can make this holiday season a special one for needy families. Hunger is one of those social ills that we all can take an active role in eliminating in our society," said WHUR General Manager Jim Watkins.

The 12-hour broadcast is a culmination of a five-week campaign by the radio station educating listeners about the number of persons in the Washington area who are in need. Donations to help feed needy families for Thanksgiving can be made at the broadcast site, on-line at www.food2feed.org, or by calling 202-289-4901.

Additional sponsors of "Food2Feed" include Verizon, SunTrust Bank, FedEx and McDonald's.

(more)

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About WHUR

WHUR 96.3 FM - Howard University is Washington's only stand alone radio station and one of the few University-owned commercial radio stations in America, broadcasting since 1971 to nearly a half million listeners daily in five states and can now be heard around the globe on the web at whur.com. The first radio station in the Washington area to broadcast in HD, WHUR is the recipient of numerous awards including the prestigious NAB Marconi for Best Urban Station of the Year and NAB Crystal Radio Award for Excellence in Community Service.

About Howard University

Howard University is a private, research university that is comprised of 12 schools and colleges. Founded in 1867, students pursue studies in more than 120 areas leading to undergraduate, graduate and professional degrees. Since 1998, the University has produced two Rhodes Scholars, a Truman Scholar, a Marshall Scholar, 19 Fulbright Scholars and 11 Pickering Fellows. Howard also produces more on-campus African-American Ph.D. recipients than any other university in the United States. For more information on Howard University, call 202-238-2330, or visit the University's Web site at www.Howard.edu.

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