



FOR IMMEDIATE RELEASE

Apr 22, 2024

2024 Radiothon returns Thursday May 30 through Sunday June 2 with a stunning assortment of live performances featuring over 45 local musicians.

99.3 County FM is pleased to announce that Natalie Wollenberg, co-founder and co-owner of 555 Brewery Co. and co-owner of Jackson's Falls Country Inn, has been appointed Honourary Chair for County FM's Radiothon for 2024.

Wollenberg stated, "We have always made our businesses as places where everyone is welcome, where the atmosphere is lively and fun, and where people's voices can be heard. County FM does very much the same. It's a no-brainer for me to do whatever I can to support our community radio station and I hope all listeners out there will do the same."

Radiothon, scheduled for May 30 to June 2, is the non-profit station's foremost fundraising event of the year, raising up to one third of the station's revenue during a four day stretch of live on-air performances by local musicians.

This year, our community's support is vital to the continued success of the station so that we can provide services to our local residents as well as the many companies and service organizations who rely on our voice to promote them.

We've all come through a challenging time, and this year, we've seen a dip in national advertising, increased inflation, and essential equipment updates which means that this year's Radiothon is very important, and we've set our fundraising goal to \$70,000.

We are all dealing with these rising costs, but the PEC community has always stepped up to help, and in 2024, we are asking the community once again to help us achieve our goal.

County FM Chair Jim JJ Johnston stated, "We're thrilled that Nat has joined the team and we're super excited for the musical lineup in this year's Radiothon. If you love County FM, listen in May 30 to June 2 and please be generous. Our job is to be the megaphone, the independent

media outlet, for all non-profits and community organizations in the county. We'll be looking for more matching donors this year, to kickstart key hours on the air. Please be in touch with us if you would like to donate."

99.3 County FM Craig Mills stated: "We deeply appreciate Natalie Wollenberg's display of taking a hands on positive leadership role in our community and are grateful for her involvement. We also are fortunate to have Mark Despault and Mary Ann Farrell coordinating all of our wonderful musicians who have volunteered their time and talents to help County FM celebrate its 10th Anniversary, and raise funds at a crucial time in the station's history."

Donations over \$20 are eligible for an income tax receipt issued by The County Foundation. Donate in person at 38 Cold Storage Road in Picton, cash or a cheque payable to "The County Foundation" with "99.3 County FM" in the memo space. Donate online www.993countyfm.ca or e-transfer to ar@993countyfm.ca and be sure to include a message saying the funds are a donation to 99.3 CountyFM and include your contact info.

Thank you to this year's returning title sponsor Wellings of Picton. All artists and sponsors will be announced April 29, 2024.

For more information, contact:

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