



PRESS Release

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FOR IMMEDIATE RELEASE

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210 Local Families Receive "Christmas Blessing" through The Family Radio Network

Appleton, WI – 91.9/91.5/91.3/88.5/99.9 The Family Radio Network, Inc.: Listeners of The Family Radio Network donated \$21,000 on Giving Tuesday, December 1st, through the Family's 2nd annual "Christmas Blessing" on-air event to provide \$100 grocery gift cards to local families in need.

Partnering with The Salvation Army, which has seen a 150% spike in requests for help this year, The Family will distribute the gift cards to recommended families throughout Appleton, Green Bay, Sheboygan and Wausau. Salvation Army spokesperson, Nan Pahl of Green Bay, stated *"We provide food cards and other assistance at Christmas to many people and this will be a wonderful supplement to the families we serve."*

In the event's first year, 2019, The Family hoped to provide 60 families with grocery cards. But instead, they were able to help 95 families due to the exceeding generosity of listeners.

Anticipating enthusiastic support again this year, the 2020 goal was raised to \$15,000 to help 150 families. And for a second time, donations exceeded the goal, finally coming to rest after the 3-hour event at \$21,000 to help 210 families.

Michelle, a 2019 recipient and young mom from Green Bay, tearfully stated *"This card came at the perfect time; the Lord has been continuously blessing me. It's so handy right now... 'cause we really needed the food... so thank you very much!"*

On behalf of The Family Radio Network, the Salvation Army and all the families receiving this "Christmas Blessing", THANK YOU to everyone who donated, with special thanks to event sponsors Ansay & Associates and Allcox & Associates.

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About The Family: The Family Radio Network, Inc., is a 501(c)(3) nonprofit organization providing contemporary Christian music and programming, as well as community outreach support to Central and Northeast Wisconsin since 1969. The radio network has 11 signals and 5 stations in Wisconsin: 91.9FM WEMI Appleton/Oshkosh, 91.5FM WEMY Green Bay, 91.3FM WSTM Sheboygan, 88.5FM WGNV Wausau/Stevens Point, 99.9 FM. For more information go to www.thefamily.net.