



MEDIA RELEASE

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2010 FALL CAMPAIGN KEEP THE MUSIC PLAYING!

The CKUA Radio Network Fall Campaign runs **October 14 – 24**, with a **\$625,000** fundraising goal. Throughout the 10-day Campaign, listeners can enter to win fabulous prizes, make a musical suggestion, enjoy special guest appearances, engage with CKUA volunteers and support CKUA's ongoing commitment to original programming, simply **by pledging at www.ckua.com or 1-800-494-2582.**

Special Campaign Events

- October 14: General Manager, Ken Regan and *Alberta Morning* host Tony King light up the virtual fireworks for CKUA's Campaign launch at 6pm.
- October 16: Holger Petersen welcomes veteran bluesman Doc McLean to *Natch'l Blues* at 3pm, followed by an extended version of *Baba's Grooves* at 6pm.
- October 18: Roy Forbes broadcasts the *Shellac Shack Campaign Special* live from Edmonton at 6pm.
- October 21: Craig Korth and his musical compadres put on a Bluegrass extravaganza during a live broadcast of *Fire on the Mountain* at 6pm.

Campaign Prizes

Early Bird Prize (deadline midnight October 17) – **Apple iPad**

New Donor Prize (deadline midnight October 24) – **Canon HFS21 HD Camcorder**
This 1080p high definition video camera comes with 64GB included internal memory, two SD card slots, and 3.5" high resolution, touch panel LCD screen.

Grand Prize (deadline midnight October 24) - **Trip for two to the Mayan Riviera's** four-star Gran Bahia Principe Akumal all-inclusive resort.

The CKUA Radio Network is Alberta's own **not-for-profit, listener-supported radio**. For more information about CKUA's Fall Campaign, programs, frequencies, to listen online or donate, please visit www.ckua.com. Check out CKUA on Facebook at www.facebook.com/CKUARadio and on Twitter at www.twitter.com/ckuaradio.

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