

## 98.9 myFM Annual Radiothon a HUGE Success

October 23, 2014 - Norfolk County, Ontario



Picture: Kelly Isfan, President & CEO of Norfolk General Hospital with Adam Lief, myFM in the Morning.

**98.9 myFM** was pleased to broadcast the **12th Annual Radiothon** for the The Norfolk General Hospital Foundation. "The Right Prescription" Radiothon raised **\$92,135.00** towards the purchase of new state-of-the-art Automated Drug Dispensing Cabinets.

*"The Foundation is truly grateful for the generosity of Norfolk and area residents. myFM has been tremendously supportive with its donation of talent and airtime. Nearly one and a half million dollars has been raised for the Foundation through the Radiothon campaigns."* **Julie Powell Director of Development NGH Foundation**

*"Our team at 98.9 myFM in Norfolk County continually raise the bar on being outstanding local broadcasters. I am so proud they are part of the MBC family. We value our long standing association with the NGH Foundation, and thank our listeners for their on-going support"* **Jon Pole, President of MBC**

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**MBC – "Ontario's LOCAL Broadcast Company"** operates the "myFM" and "Extra" radio brands in 14 markets across the province. "myFM" provides Today's Soft Rock, and extensive local news coverage on the air, and via local web portals. MBC will launch a new service for Orangeville, Ontario in November.

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