



## **CORUS RADIO WINNIPEG ANNOUNCES 2008 FUNDRAISING TOTAL FOR HUNGER FOR HOPE**

### **CJOB, Power 97 and 99.1 Groove FM Exceed Their First Year Campaign Goal With More Than \$100,000 Raised**

(February 26, 2009 – Winnipeg, Canada) **Corus Radio Winnipeg** announced today that since May 2008, **Hunger For Hope** has raised more than **\$139,000** for Winnipeg Harvest, exceeding its target goal of \$100,000. *Hunger For Hope* is a Corus Radio Winnipeg fundraising initiative aimed toward ending child hunger in Manitoba. Acknowledging that “No Child Should Go to Bed Hungry,” this three-year campaign will focus its efforts on raising much-needed funds to help feed Manitoba’s young, specifically babies and infants.

The *Hunger For Hope* fundraising initiatives in 2008 included: a 99.1 Groove FM compilation CD featuring new Canadian and Manitoba artists (with net proceeds from CD sales going toward the initiative); Power 97 Texas Hold ‘Em Poker Tournaments in conjunction with the Casinos of Winnipeg; Rona Round-Up Day at all three Rona stores in Winnipeg; golf tournaments and various awareness building and fundraising events. Community partners on board include Manitoba Hydro, Royal Bank of Canada and Great West Life.

“With the generosity of our listeners and our group of committed partners, we are absolutely thrilled to have exceeded our first-year goal,” said Garth Buchko, General Manager, Corus Radio Winnipeg. “Combining the power of our three stations with the outstanding dedication of our staff, we are committed to assisting Winnipeg Harvest with their efforts in tackling child hunger in Manitoba.”

Winnipeg Harvest feeds over 40,000 individuals each month and over half of its recipients are children. The demand for baby and infant formula has always been a challenge and \$60,000 in cash is designated toward the purchase of formula alone. *Hunger For Hope* achieved its goal of covering this cost and establishing an endowment fund that will cover this expense in the future.

“Winnipeg Harvest could not fulfill its mandate of providing food support to those who need help and of raising awareness of the issues surrounding hunger and poverty without the support and partnership of the community,” said Sherri Walsh, President of the Board, Winnipeg Harvest. “Corus Radio’s Hunger for Hope campaign is one of the best examples of this community support.”

For more information on *Hunger for Hope* please visit [www.cjob.com](http://www.cjob.com), [www.power97.com](http://www.power97.com) or [www.groovefm.ca](http://www.groovefm.ca).

#### **About Corus Entertainment**

Corus Radio Winnipeg, CJOB, Power 97 and 99.1 Groove FM are owned by **Corus Entertainment Inc.**, a Canadian-based media and entertainment company. Corus is a market leader in specialty television and radio with additional assets in pay television, advertising services, television broadcasting, children’s book publishing and children’s animation. The company’s multimedia entertainment brands include YTV, Treehouse, W Network, CosmoTV, VIVA, Movie Central, HBO Canada, Nelvana, Kids Can Press and radio stations including CKNW, CKOI and Q107. Corus creates engaging branded entertainment experiences for its audiences across multiple platforms. A publicly traded company, Corus is listed on the Toronto (CJR.B) and New York (CJR) exchanges. Experience Corus on the web at [www.corusent.com](http://www.corusent.com).

**About Winnipeg Harvest**

Winnipeg Harvest feeds over 40,000 individuals each month, and over half of them are children compared to over 5,000 ten years ago. With more than 300 partner agencies, Winnipeg Harvest continues to feed hungry families month after month, meal after meal. Despite the generosity of many Manitobans, Winnipeg Harvest finds it difficult to meet the demand for baby/infant formula. As a result, Winnipeg Harvest has an annual cash operating cost of \$60,000 designated strictly for the purchase of formula.

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