



**FOR IMMEDIATE RELEASE**

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Greater Palm Beach Area Chapter  
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**N E M O B E T E V E E**

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## **RADIO FIESTA PARTNERS WITH THE AMERICAN RED CROSS TO RAISE MONEY FOR PERUVIAN EARTHQUAKE VICTIMS**

**WEST PALM BEACH, Fla. (August 23, 2007)** — Radio Fiesta, in partnership with the American Red Cross Greater Palm Beach Area Chapter, took to the airwaves on Wednesday to raise an overwhelming \$4,500, with donations still coming in, to assist Peru with the ongoing recovery efforts from a massive 8.0 earthquake on August 15.

Early morning show's hosts Paco and El Piojo started the campaign at 5:30am, the call to action went out on the air and the listening audience responded overwhelmingly. Aside from all the on-air activity Radio Fiesta's DJs took turns with the station's vehicles and spent the remainder of the day at different street corners throughout West Palm Beach and Lake Worth with an American Red Cross volunteer collecting donations. Their presence in the community made it easier for those who were unable to make it to the station.

Liza Flores, General Manager of Radio Fiesta said "Radio Fiesta listeners hailing from all over Latin America took the time to donate, meet their favorite DJ and to participate in the effort to help out their Peruvian brothers and sisters." Flores added "The Hispanic community of South Florida truly demonstrated that there are no borders in Latin America."

Throughout the fundraiser, the only voice absent from the airwaves was that of "A Toda Tarde" host Gigi Mitre. Mitre, a native of Peru, flew home just a few days after the disaster and is currently assisting friends and family with the recovery. Late in the afternoon, Mitre called into the station live on-air from Peru extending her heartfelt appreciation to all the dedicated listeners for their donations and to her colleagues for their collaboration.

Claudia Ruiz Levy, American Red Cross Greater Palm Beach Area Chapter Community Liaison said "The support from Radio Fiesta and their listeners has been tremendous; the money raised will directly benefit the relief effort of the Peruvian Red Cross."

Donations will be accepted at Radio Fiesta's offices at 2326 S. Congress Ave, Lake Worth until the end of the week for those who were not able to participate on Wednesday. All donations will go to the American Red Cross Peruvian Earthquake Relief.

American Red Cross photos available at: [http://www.redcross.org/general/0,1082,0\\_215\\_,00.html](http://www.redcross.org/general/0,1082,0_215_,00.html)

### **About the Radio Fiesta/Glades Media Group:**

Radio Fiesta WWRF 1380AM, part of the Glades Media Radio Group. Glades Media Group consists of 7 radio stations located in South Florida. With stations in the West Palm Beach, Fort Myers/Naples, Okeechobee and Clewiston and The Florida Keys. One of our main goals is to help promote local and national business in our areas. Glades Media Group is also on the cutting edge of technology. All of our radio stations are computerized with the latest digital software. Each station has access to one another via the Internet to allow us to get your commercials to the station you want them on immediately. Technology improvements across the board are changing the way Glades Media sells airtime, programs radio stations, and bills advertisers. The end result is a greater value for listener and advertiser.

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## **ADD ONE – RADIO FIESTA/AMERICAN RED CROSS**

### **About the American Red Cross:**

The American Red Cross is a humanitarian organization led by volunteers who provide relief to victims of disaster and help people prevent, prepare for and respond to emergencies. For 90 years, the American Red Cross Greater Palm Beach Area Chapter, which includes Glades, Hendry, Okeechobee and Palm Beach Counties, has been providing shelter for families during a hurricane, flood or fire, and teaching First Aid, CPR, AIDS Prevention and Water Safety. To learn more about the work of the Red Cross in communities, or to make a donation, please call 561-833-7711 or visit the Website at: [www.redcross-pbc.org](http://www.redcross-pbc.org).

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