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## **Beasley Media Group's New 103.7 WSOC-FM and the Charlotte Hornets Team Up to *Host Thanksgiving Giving* to Benefit Needy Families**

**CHARLOTTE, NC (November 1, 2017):** Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces the 103.7 WSOC-FM *Thanksgiving Giving* Turkey & Food Drive will take place on Friday, November 17<sup>th</sup> from 6am-7pm at Coyote Joe's, 4621 Wilkinson Boulevard in Charlotte, North Carolina.

WSOC's *Tanner in the Morning Show* will kick off the day-long live broadcast beginning at 6am to help raise money and build awareness for the Second Harvest Food Bank of Metrolina and Loaves and Fishes. Listeners are encouraged to stop by to donate canned goods, turkeys and monetary donations as well as meet Midday Personality *Catherine Lane*, (10 am to 3pm), and the *Charlie & Debbie Afternoon Show* (3pm-7pm).

"*Thanksgiving Giving* has become one of the most important events that we do in the community," said Operations Manager and Program Director D.J. Stout. "The number of people hungry in our city has grown to outrageous numbers and we need to do all we can as a radio station to help provide as many meals as possible. We are thankful for all of our volunteers as we raise awareness about the need to feed the hungry and plan on making this year's *Thanksgiving Giving* event the biggest ever!"

In addition, WSOC will partner with the Charlotte Hornets and Team executives on site, along with help from the Honey bees and team Mascot Hugo. Through their partnership with the Hornets, Food Lion will

also be donating turkeys to this year's campaign and will have volunteers in attendance to assist with the food drive.

"We are pleased to join WSOC for their Thanksgiving Giving food drive," said Hornets President & COO Fred Whitfield. "Hunger is one of the most important issues facing our community, so every year we try to do our part to ensure that as many people as possible are able to have a Thanksgiving meal. We are glad to have great partners like WSOC and Food Lion that have a similar focus and work together to fight hunger."

Complete details are available on the WSOC website at [thenew1037.com](http://thenew1037.com).

Follow the New 1037 on Instagram & Twitter (@thenew1037) and on Facebook [Facebook.com/thenew1037](https://www.facebook.com/thenew1037).

#### About Beasley Media Group:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit [www.bbgi.com](http://www.bbgi.com).

#### About Loaves and Fishes:

Loaves & Fishes is a nonprofit emergency food pantry program that provides a week's worth of nutritionally balanced groceries at no cost to individuals and families in Mecklenburg County who are experiencing a short-term crisis. Loaves & Fishes operates a network of pantries throughout Mecklenburg County. Last year, Loaves & Fishes fed 69,509 people, 48% of which were children.

#### About Second Harvest Food Bank of Metrolina:

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2016-2017, Second Harvest Food Bank of Metrolina distributed over 54 million pounds of food and household items to over 700 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

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