



FOR IMMEDIATE RELEASE

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CAPITOL BROADCASTING CORPORATION RAISES PUBLIC AWARENESS FOR ORGAN, EYE AND TISSUE DONATION

CAPITOL BROADCASTING SYSTEM LAUNCHES PSA CAMPAIGN TO SPREAD LIFESAVING MESSAGE.

Durham, NC – Capitol Broadcasting Corporation teamed up with Carolina Donor Services and LifeShare of the Carolinas to launch a public service campaign designed to raise organ, eye and tissue donation awareness in North Carolina.

"Our partnership with Carolina Donor Services and LifeShare is about saving lives. As a company, we strongly believe that deepening public awareness about organ donation in the long run will help save more lives. It all begins with understanding the importance of organ donation and sharing your decision with others. It pleases us to help spread this lifesaving message to our viewers and listeners," said Jim Goodmon, President & CEO of Capitol Broadcasting Company.

The PSA campaign consists of television, radio and web banner ads which can be seen and heard on the following CBC divisions:

- WRAL – TV in Raleigh
- WRAZ – TV (aka FOX50 television)
- WRAL – FM (aka MIX 101.5) in Raleigh
- WCMC – FM (The Fan Radio 970AM/99.1FM)
- WJZY – TV in Charlotte
- WMYT – TV in Charlotte
- WILM – TV in Wilmington
- Sunrise Broadcasting – (WAZO – FM, WILL – FM, WKXB – FM, WILGD – FM, WSFM – FM, WMFD – AM) Radio in Wilmington

- WRAL.com

The ads feature real-life stories of transplant recipients Sonia, a liver recipient; Tracy, a heart recipient; Derrick, a kidney recipient; Tyler, a tissue recipient; and JePahl, a kidney recipient. These real-life stories wouldn't be possible without those who say "yes" to organ, eye and tissue donation.

The campaign is designed to educate North Carolinians about the benefits of donation and transplantation and inspire them to visit www.donatelifenc.org to learn more about becoming a donor in North Carolina. "The members of Donate Life North Carolina, including Carolina Donor Services, LifeShare of the Carolinas, and the North Carolina Eye Bank, educate North Carolinians about donation and strive to inspire them to save and enhance lives by registering as organ, eye and tissue donors. We are very appreciative to have WRAL's support in this endeavor since their media outlets reach so many people in our state," said Dawn Hall, Director of Communications for Carolina Donor Services.

About Capitol Broadcasting Company

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates WRAL-TV , WRAL Digital , WRAL-FM , WRAL-HD2 , WCMC-FM , WDNC-AM, WCLY-AM, Microspace , CBC New Media Group and Wolfpack Sports Marketing in Raleigh, NC; WJZY-TV and WMYT-TV in Charlotte, NC; WILM-TV and Sunrise Broadcasting in Wilmington, NC; WRAZ-TV and The Durham Bulls in Durham, NC; and real estate interests including the American Tobacco Project and Diamond View office buildings in Durham, NC.

About Carolina Donor Services

Carolina Donor Services is the federally-designated, non-profit organ and tissue donation organization serving 6.1 million people in 78 counties of North Carolina and Danville, Virginia. Carolina Donor Services maximizes the passing of the heroic gift of life from one human being to another through organ and tissue donation. In North Carolina, over 3,000 people are currently waiting for an organ transplant, and nationally, over 105,000 people are on the organ waiting list. For more information, visit www.carolinadonorservices.org; call 1-800-200-2672 or write 3621 Lyckan Parkway, Durham, NC 27707.

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