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## **BEASLEY MEDIA GROUP'S POWER 98 HOSTS 28 HOUR BROADCAST FOR SALVATION ARMY IN CHARLOTTE**

**CHARLOTTE, N.C. (July 12, 2017):** Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI), announces WPEG Power 98's No Limit Larry and the Morning Maddhouse will host a special 28 hour radiothon to raise funds for The Salvation Army's summer overflow shelter for women and children. The event will take place on Thursday July 13th at 6a.m. at 534 Spratt Street in Charlotte, North Carolina.

Personalities of the Power 98's Morning Madhouse will broadcast live and sleep outside on the grounds of the Salvation Army as part of their commitment to raise \$15,000 for the shelter. Activities during the 28-hour broadcast will include a beauty bar for the residents and a cheerleading clinic sponsored by Charlotte Ultimate Cheer for the kids.

No Limit Larry and the Morning Maddhouse will be accepting donations online at [power98fm.com](http://power98fm.com), as well as collect toiletries and gift cards. They will wrap up their fundraising effort on Friday morning with the conclusion of the broadcast at 10a.m.

"Last year's event was amazing and we anticipate that this year's will be even bigger and better," said Morning Madhouse Co-host Miss Jessica the Girl Next Door. "With more community support, we have no doubt that we'll hit our goal."

The Salvation Army helps homeless women and children in the community with their immediate needs of shelter, food, and social services. Referred to as the 'Center of Hope' and located two miles north of Uptown Charlotte, the facility houses a Boys and Girls club as well as a free on-site medical clinic.

To make a donation or to find out more information about this campaign, please go to [power98fm.com](http://power98fm.com). Tune into Power98 by downloading the free Power98 app on a variety of mobile devices and follow Power98 on Instagram & Twitter (@power98fm) and on Facebook ([Facebook.com/power98fm](https://www.facebook.com/power98fm)).

**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).