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## **BEASLEY MEDIA GROUP'S 92.5 MAXIMA PRESENTS ANNUAL PROMESA Y ESPERANZA FOR ST. JUDE KIDS RADIOTHON**

Tampa, Florida (December 12, 2017): Beasley Media Group, Inc., a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI) announces 92.5 MAXIMA hosted its annual Promesa y Esperanza for St. Jude Kids Radiothon on Thursday, December 7th and Friday, December 8th. The Tampa-based radio station raised a total of \$162,280!

In 2012, Yazleemar's mom, Yazmin, noticed her baby girl had a white spot in her left eye. Concerned, she took Yazleemar to the pediatrician, but the answers were slow in coming. Weeks passed before tests revealed a tumor in Yazleemar's eye, identified as a type of cancer called retinoblastoma. Yazleemar's family turned to St. Jude Children's Research Hospital® for her treatment and care.

Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20% to more than 80% since it opened more than 50 years ago. At St. Jude, Yazleemar's treatment included chemotherapy. Today, she is finished with treatment and returns to the hospital for regular checkup appointments.

"At St. Jude, I saw my daughter take her first steps," said Yazmin. "It was incredible. It's a part of life that every parent wants to experience."

"At WYUU, we feel a profound humanitarian responsibility in helping St. Jude Children's Research Hospital save the lives of children who suffer from cancer and other severe illnesses, said Program Director Nio Fernandez. "This is another great example of how we are able to use the power of radio to unite communities in helping those who most need it."



PHOTO (From left to right):

- Martica Lopez (WYUU midday talent)
- Gema G (WYUU weekend talent)
- St. Jude Volunteer
- Nio Fernandez (WYUU Program Director/ Radio personality)
- Nandy Davila (WYUU morning co-host)
- Felipe Rios (WYUU Promotions manager)
- Hancel The Hitman (WYUU Night host)
- St. Jude Volunteer
- St. Jude Volunteer
- St. Jude Volunteer
- Yazmin (mother of St. Jude 6 year old patient Yazleemar, little girl in photo)

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 additional information, please visit [www.bbgi.com](http://www.bbgi.com).