

Press Release

*FOR IMMEDIATE RELEASE*

Ad Agency Calling All Radio Listeners to “Love Thy Neighbor”

*Phoenix, Arizona – February 1, 2010* - This Valentine’s Day participating radio stations across the country will unite to show love to those suffering from the Haiti earthquake as a part of the “Love Thy Neighbor Virtual Garage Sale” promotion organized by Phoenix based, Christian Radio Advertising. CRA is organizing the event co-sponsored by MyTVClassifieds.com and Children’s Relief International.

Greg Allen, President of Delaware based Future Choice, Inc. the corporation that owns both My TV Phonebook.com and My TV Classifieds.com explains. “When we first were asked to participate, our thought was, ‘How could we refuse?’ We certainly have the technology model to pull it off to satisfy both buyer and seller. To us, it just seemed like a way to bring the country together to help bring aid to the desperate situation in Haiti. We are already doing this with other organizations so rolling it out to the entire country for one great cause is very doable.”

Through a simple radio on-air appeal, participating radio stations will simply ask their listeners to clean out their home of unwanted items that have value including cars, furniture, and other home appliances. These items will be posted at MyTVClassifieds.com. All shopping transactions are made in the same geographic region. Instead of payment for a purchased item being made from buyer to seller, checks for a purchased item will be made to Children’s Relief International to fund a rebuilding effort.

Jim Ball, President of Christian Radio Advertising shares about the spirit of giving and cooperation that he hopes will surround the event. “Our goal is to generate the most amount of revenue possible without additionally taxing donors who have already given generously to Haiti relief. Also, by partnering with Children’s Relief International, donors can have the confidence that their money is going straight to relief and not being held up by the Haitian government. We are asking radio stations to accept 25% of sales made in their coverage area as payment for advertising the event. This also makes it an attractive promotion for non-commercial radio stations looking for promotional funding as well.” The “Love Thy Neighbor Virtual Garage Sale” will launch on Valentine’s Day, February 14<sup>th</sup> and run until March 31<sup>st</sup>. To learn more, visit [www.christianradioadvertising.com/love\\_thy\\_neighbor](http://www.christianradioadvertising.com/love_thy_neighbor).

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