



FRANK 107.5 HOSTS 1st ANNUAL PAY 4 PLAY EVENT TO SUPPORT THE BARBARA BUSH CHILDREN'S HOSPITAL

Morning show hosts Stan, Heidi and Rick will commit 28 consecutive hours of air time to raising funds through listener song requests.

PORTLAND— FRANK 107.5 morning show hosts Stan, Heidi and Rick are ready to pull an all-nighter to raise funds and awareness for The Barbara Bush Children's Hospital (BBCH) on Thursday, October 13th.

The 28-hour Pay 4 Play event is as simple as it sounds: Listeners Pay, FRANK Plays. FRANK listeners will have the opportunity to call in song requests in exchange for a donation to the children's hospital. The farther the song request is from FRANK's traditional classic rock format, the more the listener must pay to hear it. 100% of the funds raised during this event will stay local to support sick and injured kids at The Barbara Bush Children's Hospital.

FRANK 107.5, along with their sister station 99.9 The Wolf has been a long-time supporter of The Barbara Bush Children's Hospital, raising more than \$1.6 million for the children's hospital through their annual Cares for Kids Radiothon event. "The importance of keeping funds local to support kids in our community cannot be overstated" said Stan Bennett, morning show host and Program Director for FRANK 107.5. "We're proud to engage our listenership in the amazing work that is taking place at BBCH, through both the Radiothon and now Pay 4 Play. FRANK Nation has never let us down in the past and we're looking forward to having some fun with them once again, for the kids, on October 13th."

Listeners can tune in to Pay 4 Play beginning at 5:00 a.m. on Thursday, October 13th. Volunteers will be on hand at the FRANK 107.5 studios to take song requests and donations until 9:00 a.m. on Friday, October 14th.

Song pricing is as follows:

\$25 – A song from FRANK 107.5's normal playlist

\$50 - A song from a FRANK artist, but one that is not typically played on the air

\$107.50 - Any form of Rock & Roll not on FRANK's playlist (Alternative rock, Hair Metal, etc.). Plus: Receive a BBCH Car Magnet as a thank you for any gift over \$107.50!

\$250 - A \$25, \$50 or \$100 request played at a specific time (Choose a 1-hour block)

\$500 - *Any* song, any genre of donor's choice

\$500+ - **For businesses:** 30 seconds to promote your business live on air AND the song of your choice

Follow the action by tuning into FRANK 107.5 or by following FRANK FM and The Barbara Bush Children's Hospital on Facebook.

For more information about Pay 4 Play, please contact Kate Richardson, Philanthropy Manager at Richak4@mmc.org or 207-662-2243.

#

About The Barbara Bush Children's Hospital

The Barbara Bush Children's Hospital (BBCH) at Maine Medical Center is committed to enhancing the lives of children through excellence in patient care, research, and education. With more than 98,000 annual patient visits, the hospital offers services in cancer treatment, cardiology, neonatal care, and numerous other pediatric specialties. Maine's only certified children's hospital is designed with children in mind with state-of-the-art hospital equipment, specialty programs and spacious play areas. *U.S. News & World Report* has ranked BBCH among the top hospitals in the country for Pediatric Diabetes & Endocrinology care in the new 2015-16 [Best Children's Hospitals](#) rankings. From well-child visits to specialized medical and surgical treatment of complex, life-threatening illnesses and injuries, BBCH offers comprehensive inpatient and outpatient, family-centered care from an exceptional team of doctors, nurses and other medical professionals. For more information, visit www.bbch.org.