



MEDIA RELEASE

14th June 2013

RTRFM's DONATION DRIVE 2013- GOING SOLAR

As you can imagine, running a radio station 24 hours a day, 7 days a week, comes with a few overheads, electricity being one of the big ones.

So the first step in trying to solve this cost issue is a fundraising effort with the aim of raising \$10,000 before the end of the financial year to aid in the purchase & installation of a solar panel system.

This project is expected to take between 6-12 months to complete and this donor drive is the first step in implementing this.

How is this different to RTRFM's Radiothon?

This is very different to our annual Radiothon drive. Radiothon is when we ask listeners to subscribe and donate to the station to keep the station operational for another year. Radiothon brings in around 30% of RTRFM's annual turnover and is vital for our existence.

This donor drive is to raise funds towards a specific building infrastructure project that we would not otherwise be able to afford.

What do donors get in return?

First and foremost, they get the good feeling of supporting their station to be better, be greener and be smarter. They get to be part of implementing an important station resource and they will be kept up to date on how the donation drive and the overall project is moving along.

This will keep RTRFM here in Mt Lawley and one lucky donor that donates \$25 or more, wins their daily bread for a year from the very tasty new Mt Lawley bakehouse, **Mary Street Bakery**.

All donations over \$2 are tax deductible and we welcome anything listeners can spare.

Thank you for helping the Sound Alternative become the Green Alternative.

WHEN: Monday 17th June 2013 until Sunday 30th June 2013.

HOW: Head to www.rtrfm.com.au/donate or call 9260 9200 during office hours.

For further information, interviews or images please contact:

Jason Cleary | General Manager
jcleary@rtrfm.com.au, 08 9260 9212

- Ends -

THE SOUND ALTERNATIVE

twitter @rtrfm

facebook /rtrfm 92.1

youtube /rtrfmp Perth

web rtrfm.com.au