

SOUND WAVES CHRISTMAS

FOR IMMEDIATE RELEASE

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The 22nd edition of *Soundwaves Christmas* will make history as it attempts to raise funds, food, clothing and toys for those in need in local communities when it premieres December 11, 2011 on five Bay Area stations.

Emceed by KGO Radio's Dennis Willis and Steven Kirk, the energetic 4-hour show will air simultaneously on PCT, Pen-TV, CMAP, KMVT and CreaTV, covering part of San Francisco, the Peninsula, the South Coast, San Jose and Gilroy in over 400,000 cable homes. It's the first time as many independently-operated PEG stations have partnered for a united cause: helping our neighbors during the holiday season.

The message is simple: viewers are asked to make a contribution at soundwaveschristmas.com. There are pass-through links to over two dozen local non-profit organizations, as well as lists of physical drop-off locations around the Bay Area. The show is partnered with Serramonte Center to raise funds, non-perishable food, gently-worn clothing and new toys for Toys For Tots, One Warm Coat, the Pacifica Resource Center, Project Night Night, North Peninsula Food pantry and Dining Center of Daly City, and EHC Lifebuilders of San Jose.

It's also quite a party! *Soundwaves Christmas* will feature ten killer musical acts, holiday music videos, pre-recorded segments spotlighting Bay Area charities and do-gooders, a host of local media personalities, and a high-octane holiday vibe.

The growing list of scheduled guests and performers includes Johnny Legend, *Creature Features'* John Stanley, KGO Radio's Bret Burkhardt, Chris Brecher, Kevin "The Rat" Radich and John Rothmann, *Creepy KOFY Movie Time's* Noname and Balrok, Groovy Judy, *Superman* and *Back to the Future's* Marc McClure, Pearl Alley, Kevy Nova, SoleJive, Boston-based recording artist Jade Sylvan and local radio legend Dave Sholin. Many more will be announced.

The show will stream "live" at soundwaveschristmas.com and be available On Demand immediately after it airs. The website will also feature nearly an hours' worth of bonus musical performances.

For more information, please visit: soundwaveschristmas.com

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