



Maine Public Broadcasting Network

1450 Lisbon Street, Lewiston, Maine 04240-3595 · 207 783 9101 · 800 884 1717 · Fax 207 783 5193

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**CONTACT:** Cory Morrissey  
207.330.4606  
[cmorrissey@mpbn.net](mailto:cmorrissey@mpbn.net)

## **MPBN ANNOUNCES NOVEMBER 7<sup>th</sup> SUPER THURSDAY ONE-DAY PLEDGE DRIVE**

*MPBN continues to follow the single-day format for radio fundraising.*

(Portland/Bangor/Lewiston) – The Maine Public Broadcasting Network is holding a Super Thursday One-Day Pledge drive, a single-day fundraising effort as opposed to a multiple day pledge drive that MPBN has successfully launched before, on Thursday, November 7th. The on-air drive will run from 5:00 a.m. to 10:00 p.m., and online donations can be made throughout the day starting at midnight.

The primary objective of the pledge campaign is to secure the necessary support for MPBN while interrupting radio programming as little as possible. The pledge drive will allow MPBN to continue to bring high-quality programming to the state and beyond.

MPBN hopes to encourage new members to join MPBN's growing membership and existing Evergreen Friends to consider increasing their level of support. Many corporate partners are expected to participate as well and support MPBN. The Law Offices of Joe Bornstein have donated use of the signage at the top of the Time and Temperature Building in Portland for both pledge day and the days leading up to it to help raise awareness of the Super Thursday event.

“Raising the support we need to be on the air across the state without subjecting our listeners to a week-long interruption in programming is a great outcome that we all are working towards!” says MPBN's CEO. “We are counting on our listeners and supporters to come out in force on Thursday!”

Listeners and supporters can make a donation by calling 1-800-866-1475 or by clicking “Support” on [www.mpbn.net](http://www.mpbn.net).

### **About the Maine Public Broadcasting Network:**

The Maine Public Broadcasting Network is Maine's premier, independent media resource, dedicated to creating exceptional opportunities for the communities it serves to engage with critical issues, compelling stories and quality entertainment. MPBN is renowned for creating award-winning programs, as well as airing content from PBS, NPR, and other independent producers. Formed in 1992, MPBN is an independently owned and operated nonprofit organization with office and studio locations in Bangor, Lewiston, and Portland, Maine. For more information, visit [www.mpbn.net](http://www.mpbn.net).

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