



Maine Public Broadcasting Network

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## **MPBN ANNOUNCES AUG. 1<sup>ST</sup> SUPER THURSDAY ONE-DAY PLEDGE DRIVE**

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

(Portland/Bangor/Lewiston) – Building off the success of MPBN’s previous Super Thursday One-Day Pledge drives, the statewide network has announced another single-day fundraising effort on Thursday, August 1<sup>st</sup>. 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’s goal is to secure 2,250 pledges and gain 450 new members during the one-day drive.

MPBN hopes to encourage new members to join MPBN’s growing membership, existing Evergreen Friends to consider increasing their level of support, and to engage summer visitors who enjoy MPBN while in the state.

“We’re very excited to kick off another Super Thursday, and hope that this drive will be just as successful as they’ve been in the past,” says MPBN’s CEO and President, Mark Vogelzang. “We value the ability to raise essential support without subjecting our listeners to a week-long interruption in programming, and we look forward to another great pledge event!”

Listeners 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 operates five television transmitters (WCBB-TV - Augusta - 10, WMEA-TV - Biddeford – 26, WMED-TV - Calais – 13, WMEB-TV - Orono – 12, WMEM-TV - Presque Isle – 10), and seven radio transmitters (WMEH-FM - Bangor - 90.9, WMED-FM - Calais - 89.7, WMEP-FM - Camden - 90.5, WMEF-FM - Fort Kent - 106.5, WMEA-FM - Portland - 90.1, WMEM-FM - Presque Isle - 106.1, WMEW-FM - Waterville - 91.3) reaching households in Maine, New Hampshire, Massachusetts, and Atlantic Canada. MPBN also delivers content to a worldwide audience via its website, [www.mpbn.net](http://www.mpbn.net).

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