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MTPR raises record \$455,000 during pledge week

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NEWS RELEASE

April 15, 2008

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MTPR RAISES RECORD \$455,000 DURING PLEDGE WEEK

MISSOULA –

Montana Public Radio listeners donated more than \$455,000 during the annual Pledge Week held April 7-13 to keep the station running for another year.

The week was filled with hope, excitement, fun and some concern over the effect of warm spring weather during the final days of the drive. The sunshine, however, did not slow pledge activity over the weekend, which brought in slightly more than \$200,000 – another record for the station.

“Our listeners have provided a solid foundation for our next year of service,” said Linda Talbott, MTPR associate director.

The station’s fundraising goal for the week was \$481,000, leaving a \$25,000 shortfall.

“Additional pledges do come in after the on-air week, and later we’ll determine how to make up the difference,” Talbott said.

The final seven hours of pledge week were devoted to the station’s signature finale, “Pet Wars,” which also reached a new milestone with pledges of almost \$72,000. Dogs won again this year with 1,411 votes. Cats started with an early lead but came in just a small pink nose behind at 1,266 votes. Other critters in the menagerie included: 349 chickens; 322 cows; 132 horses; 49 fish; 39 rabbits; 37 pigs; 24 goats and cockatoos; and 17 bears and parakeets.

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