

HEY Radio

Spring 2015

Muskegon Community Radio - On-air at 88.9 FM - Streaming at www.heyradio.com

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2015

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Can't run? Well then, walk!
Can't walk? Well then, Sponsor!
Can't sponsor? Then volunteer!
Can't volunteer? Help advocate!

So many ways to support this event. Find a way that suits you!

And be a part of something **BIG!**

August 8! ~ Downtown Muskegon

Be a part of Hey Radio's **biggest** event of the year! [The 6th annual HEY 5K!](#) Saturday morning during the week of the [Unity Christian Music Festival](#). Make it a family fun time for the whole weekend. Hey 5k applications are available online or you can register online at GoRaceGo.com. Support your favorite athlete and help out Hey Radio at the same time. Church group discounts are available. Motivate your church body and build community at the same time!

So long Allen...we'll miss you!

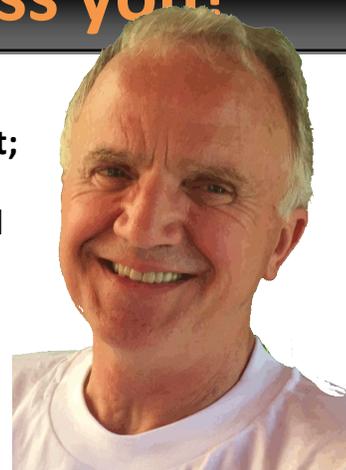
A farewell salute to a friend and brother in Christ;

Since its inception in 2003, Hey Radio has enjoyed the fellowship and guidance of **Allen Alexander**.

Allen is now retired and moving himself and his lovely wife Diana to a fairer climate in Florida.

Much more than just the **Secretary of the Board of Directors**, we've looked to Allen for spiritual

guidance and wisdom for the station (and ourselves) all along.



"Miracle Man"

All our love and prayers for you Allen. I know we've not seen the last of you and thanks to **streaming audio**, you haven't heard the last of **Hey Radio!**

Hey! Fun Fact About FM Radio in America

- **Radio** today reaches over **90%** of the people in the U.S. weekly;
- **Radio** reaches more over **68%** of U.S. consumers **ages 12 and older** on an average day;
- **236,000,000** people listen to the radio each week;
- There are over 13,500 radio stations across the United States, covering more than 40 different formats; **(2,400 Christian stations)**
- Audio **consumers** are listening for more than 2½ hours every day;
- More than two-thirds of the weekly radio audience works full-time, tuning in during the working day, away from home.

Oh, HEY! 5k.....how can you be a part of it all?

The **HEY 5K** is just around the corner **August 8**. **Save the date** and commit to participate on any of the following areas:

Along the race route we place **volunteer** Course Marshals. It's a fun way to get involved by cheering on the runners. You could help with set up and/or tear down. Pass out cups at the water stations. Pre-race promotional help is always welcome. Pass fliers out. Register to help out at www.heyradio.com/volunteer



VOLUNTEERS NEEDED

Send your runners to the Hey 5k August 8. They won't regret it! This is a fast, flat track with mostly right-hand turns. What a great way to see the new downtown developments, brand new buildings and the ornate architecture built during the Lumber Baron Era. **Group rates and family rates** available.



RUNNERS NEEDED

Register online or mail in an ap. Go to www.heyradio.com/hey5k

If you'd like to **sponsor** the HEY 5K, there are multiple levels with varying premiums. Our named sponsor for the third year in a row is **Mercy Health**, and several opportunities remain. Levels begin at \$100. If your company or organization can't sponsor with cash, consider providing a product or coupon for discounts or services, to be offered as part of our prize chest.



SPONSORS NEEDED

Check out the variety of sponsor levels and premiums at:

www.heyradio.com/page/481019604