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For Immediate Release:

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Power 106 and 93.5 KDAY Deliver Bear Hugs and \$20,000 Gift to Miller Children's & Women's Hospital Long Beach

(KPWR-FM, 105.9, 93.5 KDAY, 93.5 KDEY - Los Angeles) Meruelo Media, owners of Power 106 Los Angeles, 93.5 KDAY and 93.5 KDEY, visited hospitalized children at the Miller Children's & Women's Hospital in Long Beach over the holidays as part of Meruelo Media's annual "Bear Hugs" stuffed animal collection drive and presented the Miller Children's & Women's Hospital Long Beach with a \$20,000 donation to grow their Music Therapy Program.

Liset Meruelo started her "Bear Hugs" stuffed animal collection program 20 years ago. Bear Hugs donates Teddy Bears to patients at Miller Children's and Women's Hospital annually. In addition, Liset has embraced Miller Children's & Women's vision to help patients heal through music with a \$20,000 donation to grow the Music Therapy Program at Miller Children's & Women's Hospital. Power 106's Cruz Show, J Cruz, Cece, DJ E-man, Lechero and Jeff Garcia and 93.5 KDAY's Romeo, along with *Frozen* and *Star Wars* characters visited and entertained children and presented each child with a Teddy Bear.

"I began donating teddy bears to patients at Miller Children's & Women's 21 years ago," says Liset Meruelo. "It all began when my own child was hospitalized there. I noticed how a simple teddy bear made a huge difference in my child's comfort level. We all want something to cuddle with when we're scared."

"Our patients' eyes brighten up when they see the DJs and characters," says Rita Goshert, manager, Child Life Program, Miller Children's & Women's. "Our younger kids love singing along with Anna and Elsa, while our older kids love talking about music with the DJs. There's something for everyone!"

About Meruelo Media: Meruelo Media is the privately holding company of Power 106, 93.5 KDAY-FM, KWHY-TV channel 22 and KBEH-TV channel 63. Meruelo Media is the fastest growing minority owned Media Company in California. US Latino business executive Alex Meruelo owns Meruelo Media.



Liset Meruelo surprises a young patient at Miller Children's & Women's with a stuffed animal.



Meruelo Media and Power 106's Cruz Show presents a \$20,000 check to Sharon Thornton, president, MemorialCare Miller Children's & Women's Hospital Long Beach Foundation, supporting the Music Therapy Program at Miller Children's & Women's.



Power 106's, J Cruz and Cece visit a patient and present her with a stuffed animal.



Frozen and Star Wars characters visit and deliver a stuffed animal at a Miller Children's & Women's patient's bedside.