

GILA / MIMBRES COMMUNITY RADIO

PO Box 2771 Silver City, NM 88062 575.519.4144 email@gmcr.org

29 March 2011

For additional event information, contact
Kyle Johnson
575.519.4144
email@gmcr.org

Media Advisory - For Immediate Release

Gila / Mimbres Community Radio will present **No Foolin!** - a benefit fundraiser to celebrate receiving a Construction Permit from the FCC. The event takes place on **Saturday 2 April 2011** at **5:30pm** at the **Silco Theater** - 311 North Bullard Street in Beautiful Downtown Silver City, NM - <http://silcotheater.com>

The all ages event will run from 5:30 to midnight. Food and drink will be available and dancing is encouraged. Music will be performed by **Fiddlin Friends, Gleemaiden, Mountain Aire, The Deming Fusiliers, Papillon, Bayou Seco Boogie** and **The Roadrunners**. The suggested donation at the door is \$10 and \$5 for kids under 18

In addition, there will be a **Call Letters Contest** to determine the call letters for the new station to be broadcast at the FM frequency 89.1. We highly encourage submitting suggestions for call letters in advance via email or at the event. The winner will be determined by "applause meter" and a Fabulous Prize goes to the winner. Please visit http://gmcr.org/call_letters.shtml for more details.

GMCR will outline it's progress and prospects for developing the station and invite discussion and questions from those attending.

GMCR and **No Foolin** sponsors include **Anony Mouse** (Our Super Hero!), **Alotta Gelato**, **Desert Woman Botanicals**, **Gila Hike and Bike**, **Silver City Food Coop** and **Simon Ortiz Allstate Insurance**.

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No Foolin! Benefit Fundraiser

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GMCR's application for a non commercial/educational full power license was in direct response to the need for locally based and focused media outlets that inform and enable the large segments of our population that are underserved by conventional, mainstream and commercial media. Granting of the Construction Permit is the "green light" to proceed with building the station.

The proceeds of the event will be used to further the GMCR effort to establish and operate a community radio station in Silver City that will serve Grant County and adjacent areas of Southwest New Mexico 24/7. GMCR is a 501 (c)(3) non-profit organization and filed its application with the FCC in October 2007.

The station will be non-profit, non-commercial, member based, listener supported, locally oriented, and volunteer operated. It will have a strong educational component and air a wide variety of music, news and public affairs, Spanish language programming, and a range of interests including music, the arts, culture, science, spirituality, the environment, economics, entertainment, and media literacy.

For additional information on the event or the radio project, visit the

Gila / Mimbres Community Radio website at www.gmcr.org, write to email@gmcr.org, or call 575.519.4144.