



**FOR IMMEDIATE RELEASE**

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**1.2 MILLION DOLLARS RAISED BY WTAE CHANNEL 4 AND THE GREATER PITTSBURGH  
COMMUNITY FOOD BANK**

**Fundraiser part of the Project Community: Day of Giving  
#WTAEcommunity**

(Pittsburgh, PA. April 16, 2020) – WTAE Channel 4 and Greater Pittsburgh Community Food Bank have raised **\$1,238,248** in less than twenty-four hours via *Project Community: Day of Giving* to help feed neighbors amid the Covid-19 crisis. The largest single day fundraising in the 62-year history of WTAE Channel 4.

The virtual telethon, held throughout the day April 15<sup>th</sup>, successfully raised the equivalent of more than **6.1 million meals** for area communities. Viewers donated through “text to give” and online options; 84 Lumber, Nemaquin Woodlands Resort, Edgar Snyder and Associates, and The Meredith Group at Hefren-Tillotson gave generous match fund donations.

“When Pittsburgh’s Action News 4 showed the miles-long lines of cars waiting for food a week ago, we knew Pittsburghers would step up to help,” said WTAE President & General Manager, Charles W. Wolfertz III. “Local broadcasters have the unique ability to respond quickly and reach the masses in a time of crisis. We are proud we could be of service to our neighbors and our partners at the Greater Pittsburgh Community Food Bank, when they need it most.”

“The Food Bank is incredibly grateful for the support of WTAE Channel 4, it’s viewers and the entire city of Pittsburgh,” said Lisa Scales, President & CEO of Greater Pittsburgh Community Food Bank. “Together, we proved once again that we are the City of Champions.”

The virtual telethon was hosted on WTAE Channel 4 and all its digital platforms. Individuals can still contribute by texting “WTAE” to 50155 or visiting [pittsburghfoodbank.org/WTAETV](http://pittsburghfoodbank.org/WTAETV)

If you would like more information on this topic, or to schedule an interview with Charles W. Wolfertz III, please call Sheri Neill at 412-244-4669 or email Sheri at [sneill@hearst.com](mailto:sneill@hearst.com)

#### **ABOUT WTAE CHANNEL 4**

WTAE is a digital multi-media company providing news, weather, sports, information and entertainment content on WTAE Channel 4, [WTAE.com](http://WTAE.com), and Cozi TV. Pittsburgh's Action News 4 is honored with prestigious broadcast journalism awards including the Peabody and Edward R. Murrow Award. Pittsburgh's Action Weather 4 is Western Pennsylvania's most recognized weather forecast provider and is available on air, online, and on smart phones. WTAE Channel 4, the ABC station in Pittsburgh the nation's 23<sup>rd</sup> largest market, is owned by Hearst Television, a wholly owned subsidiary of Hearst, a leading media company whose global holdings include 30 local television stations and two local radio stations.

#### **ABOUT HEARST TELEVISION**

[Hearst Television](http://HearstTelevision.com) owns and operates 33 television and two radio stations serving 26 media markets across 39 states reaching over 21 million U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry's premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of [Hearst](http://Hearst.com).