



WRR Classical 101.1 FM  
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# News Release

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**FOR IMMEDIATE RELEASE:**  
July 18, 2005

## **WRR Classical 101.1 FM to donate \$2500 to Operation Kindness and SPCA of Texas *Proceeds of pet CD to benefit two animal groups***

WRR Classical 101.1 FM will donate \$2,500 to Operation Kindness and SPCA of Texas during a check presentation Tuesday, July 26 at Elliott's Hardware at 4901 Maple Avenue in Dallas.

Each animal welfare group will receive \$1,250. The donations represent a portion of the proceeds from WRR's recent compact disc release, *Roll Over Beethoven, Classical Music for Pets and the People Who Love Them*. Released in early May, the CD, to date, has sold approximately 2500 copies.

WRR selected Elliott's Hardware as the site of the presentation because the 50-year-old, locally-owned business sold over 500 CDs, more than any other retailer. A longtime WRR advertiser, Elliott's Hardware has been the top seller of other WRR CD releases, including *Road Rage Remedy*, released in 2003. Elliott's also hosted one of two CD release parties on April 30 to promote *Roll Over Beethoven*. During this two-hour event, several families adopted SPCA cats and dogs.

"The pet CD has been a wonderful experience for the station," WRR general manager Greg Davis said. "We're glad the public responded enthusiastically to the project, and we're very proud to be able to make the donation to two dedicated animal welfare groups. WRR especially would like to thank Elliott's for all they did to make this project a success."

The *Roll Over Beethoven* CD includes classical music selections to inspire pets, as well as ones that truly were inspired by a composer's love for a pet. It also features an eight-page color booklet with an essay by *Bark* magazine editor Claudia Kawczynska--plus superb animal photos by Dallas pet photographer Margaret Bryant. In addition, the disc features the world premiere recording of "Whiskers, a Kitty Walk," composed by WRR's Chris Tucker.

The check presentation will be at 2:30 p.m. Members of the media are invited.