



FOR IMMEDIATE RELEASE

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PAR's WCQR Encourages Soldiers With Project

Johnson City, TN – Hope and encouragement are being delivered to thousands of American troops stationed on U.S. soil and points all over the globe, thanks to WCQR's "Letters from Home" listener engagement project.

This month, almost 4,000 letters collected from schools, churches, scout troops, daycares and more will be distributed via local armories to soldiers everywhere. The letters, some with hand drawn artwork from schoolchildren, all have messages of gratitude, hope and encouragement to our troops who keep Americans safe at home and abroad, according to Adam McCain, General Manager of WCQR.

"This is a powerful way to say 'thank you' to the men and women of our armed forces," McCain said. "Many of these letters also let soldiers know that they are loved and being prayed for. And some share the simple, yet profound Gospel message."

The letters were collected during January, he explained. Listeners were asked to drop their letters off at designated locations throughout WCQR's listening area. Marsh Regional Blood Center, a blood bank in the area, served as a sponsor of the project, McCain said.

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About Positive Alternative Radio (PAR)

PAR is a non-profit ministry founded in 1985 by Edward Baker's father, the late Dr. Vernon H. Baker and his mother, Virginia. Today, PAR owns and operates stations and networks in key markets in Virginia, eastern Tennessee, West Virginia, Ohio, North Carolina and South Carolina. They include WCQR, broadcasting from Johnson City, Tenn.; Walk FM, Ashland, Ky.; Spirit FM, Lynchburg, Va.; Joy FM, Winston-Salem, N.C. and WPER-FM, Fredericksburg, Va. The stations provide adult contemporary Christian and Gospel music, as well as Christian content available across a variety of digital platforms.

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