



MEDIA CONTACT
Kasey McHale
KWPR Group, Inc.
kasey@kwprgroup.com
480-695-4048

FOR IMMEDIATE RELEASE

Valley-based KidStar Radio Network™ Appoints First 'Kid' President

11-Year-Old Community & Environmental Activist Embodies the True Essence of KidStar's Mission

PHOENIX (Feb. 3, 2010) - Eleven-year-old Mario Ridgley Jr., has been selected as the first-ever kid president for KidStar Radio Network, a non-profit organization that operates a national network of web radio stations completely operated by kids and overseen by broadcast professionals. Mario Jr. is a sixth grade honor student at Imagine Charter School in Palm Coast, Fla. and will hold the position of president for one year.

Mario Jr. will shadow retired radio pro and KidStar founder and chairman, Perry Damone, to learn the fundamentals of radio operations and will act as point man for Kidstar media appearances and inquiries. At the end his term, KidStar will donate \$5,000 into his college scholarship fund.

"Mario was selected because of his strong commitment to community outreach and his activism in the areas of environmental sustainability and education," says Damone. "Mario Jr. may only be 11 years old, but he is wise beyond his years and is driven to make a positive impact on the world around him."

In an effort to raise environmental awareness and set an example for his peers, Mario Jr. recently teamed up with World Green Consultant, Inc. and Waste Pro of Florida to start his school's first recycling program.

Although currently there is no KidStar radio station at Mario Jr.'s school, he is taking great strides to provide his school with this valuable communications platform. "My hope and dream is to start my own, Imagine School KIDSTAR Radio Station Environmental Show," says Mario, "I would like to discuss the importance of recycling, using green products and, most of all, let people know they're choices make a difference."

KidStar management and an affiliated fundraising group are working diligently with Mario and Imagine School in Palm Coast to bring the Kidstar Radio program into the school as soon as possible. To make a donation that will help Mario Jr.'s school secure their radio station equipment, please contact KidStar Radio Network at 480-837-1676 or visit www.kidstar.org and click "Donate" at the bottom of the homepage.

MORE ABOUT KIDSTAR

Founded by Perry Damone in 1994, KidStar Radio Network is a Children's educational charity that teaches kids from 10 to 18 years of age to be quality radio broadcasters. Kidstar's network includes web radio stations that are completely branded and operated by the kids themselves. Each station is overseen by a KidStar liaison with professional radio broadcast experience.

The program educates youth through radio, a medium that is fun and familiar, helping to develop discipline and valuable communications skills. KidStar is made available to thousands of kids around the country and their voices can be heard around the globe- anywhere there is Internet access. The organization's goal is to develop and establish 5,000 radio stations in various schools, clubs and youth organizations in the U.S. and beyond.

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