



**For Immediate Release**  
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**KMFA'S "EVERGREEN CAMPAIGN" WILL HELP  
REPLANT BASTROP LOST PINES**

**Classical 89.5 Spring Pledge Drive To Feature Innovative Community Partnership**

Austin, Texas, March 15, 2013 -- From March 19-28, KMFA 89.5 will offer listeners an opportunity to help restore the fire-ravaged forest areas of Bastrop while supporting Classical Public Radio in Central Texas.

For its spring on-air pledge drive, KMFA will partner with Arbor Day Foundation and the Bastrop Lost Pines Recovery Project to help restore the loblolly pine forests that were destroyed in the wildfires of 2011. Efforts have been underway since then to replant some 4 million trees over a 5-year period.

KMFA president and general manager, Ann Hume Wilson, stated "Composers have been inspired by the beauty and power of nature for centuries. All-classical radio is a rare and precious resource, and we're excited about inviting our listeners to help rebuild a precious environmental resource and plant a tree when they make a donation to KFMA."

To further encourage donations during the pledge drive, all those who contribute will be entered to win 2 free nights at the Hyatt Regency Lost Pines Resort and Spa in Bastrop, which has generously donated the stay in support of the effort.

The theme of the spring drive is *Evergreen*, evoking the reforestation project as well as the timelessness of classical music. For every \$60 membership it receives, KMFA will plant one tree in the name of the listener, while a \$120 donation secures the planting of three trees.

Listeners who wish to claim a more tangible thank-you gift can choose an organic cotton T-shirt or a reusable grocery bag, both reinforcing the theme of sustainability with the campaign-related slogan "I Sustain KMFA – locally grown since 1967."

Complete information is available at [www.kmfa.org](http://www.kmfa.org) or by calling 512-476-5632.

**About Classical 89.5, KMFA:** Classical 89.5 KMFA, Austin's all-classical public radio station, was founded in 1967 by a group of citizens who saw a need for a radio station devoted to cultural programming in the Central Texas Area. Today the station remains committed to this heritage. Relying on the majority of its funding from direct listener and business contributions, KMFA serves approximately 85,000 listeners each week, and features local programming drawn from its extensive music library, interviews and performances by local classical organizations, and nationally distributed programming from Public Radio International, American Public Media, and National Public Radio.

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