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IF YOU BUILD IT, THEY WILL COME
12StepRadio.com Feeds Listeners' Appetite For Recovery Music

(San Diego, CA) – When 12StepRadio.com launched its first Internet broadcast on April 17, 2004, its playlist contained 49 songs. That was the number of broadcast quality songs the station's founder, Bill Zimmerman, was able to find with one thing in common - - they were all about recovery from alcoholism or addiction. Only ten months later, the station's playlist has grown to over 150 songs, broadcasting 24 hours a day, 7 days a week.

As word spreads within the recovery community, the number of listeners keeps increasing. January 2005 was the station's tenth record month in a row with 12,000 visits. Over 2,500 listeners visited more than ten times. And over 1,000 listeners, 1,013 to be exact, have signed up to receive the station's monthly newsletter to stay informed of new music that's been added and upcoming live broadcasts. Not bad for a brand new radio station broadcasting a style of music no one ever heard of.

And it gets better. 12StepRadio.com offers listeners the opportunity to connect with each other via a forum on the station's website. 18% of those listeners subscribing to the newsletter have posted over 1,500 messages. And to make sure sobriety is celebrated, listeners' sober birthdays are announced on the air every Friday. 522 birthday submissions have been received at the station since birthday announcements started earlier this year.

On September 11, 2004, 12StepRadio.com was broadcast from RecoveryFest in Nashville, Tennessee. Zimmerman met many listeners, but one in particular stood out for him that day. A middle-aged couple had driven 163 miles from Dalton, Georgia to meet him. The husband had gotten sober in prison. Then, six months out of prison, while on a business trip, he relapsed. When he returned home, his wife showed him 12StepRadio.com's website, which she had found while searching for help on the Internet. To help him get through detoxing, they had played 12StepRadio.com's recovery music 24-hours a day.

As 12StepRadio.com continues to grow, more and more recovering addicts, alcoholics, and their families will continue to benefit by the station's special brand of music and their online recovery community.

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