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## Strutting for a Cure to Cancer in Women of Color

(St. Louis, MO – August 17, 2010) – Breast cancer statistics for the St. Louis area are staggering for women of color. Clear Channel St. Louis radio stations **Majic 104.9** & **Hallelujah 1600** will recognize October as Breast Cancer Awareness Month with the creation of **Sista Strut**. This awareness rally and 5K walk will heighten awareness about the issues of breast cancer in the African-American and other communities with women of color, as well as provide resources available to the community. The “strut” will take place in Forrest Park on October 2<sup>nd</sup> at 8:00 AM and feature celebrities, performances, motivation and the worlds largest “Pink Shuffle” dance.

Proceeds from the **1st Annual Sista Strut** will be provided to *The Breakfast Club, Inc.*, an African American breast cancer support group founded in 1997, *The Black Women Breast Cancer Survivors Project*, a community-based project that conducts Afrocentric programming and research guided by black women breast cancer survivors at *UMSL and Siteman Cancer Center*.

“We are very excited to bring the unique event to St. Louis,” said Clear Channel Radio St. Louis President/Market Manager Beth Davis, “Women of color have many unique circumstances in their fight to prevent and cure cancer. The Sista Strut is designed to focus on those unique conditions and provide education as well as monetary support to those fighting the battle at the research level.”

Registration for the event is currently open by logging on [www.kmjm.com](http://www.kmjm.com) or [www.hallelujah1600.com](http://www.hallelujah1600.com) . Pre-Registration is only \$12 and each registrant will be provided a t-shirt and goodies to eat and drink during the walk.

**Ameren UE** is the title sponsor of this event further strengthening their commitment to support the fight for a cure in the St. Louis community.

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#### About Clear Channel Radio

Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, via iPods and cell phones and used via navigation systems from BMW, Volvo, TomTom, Garmin and others. The company's operations include radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (OTCBB:CCMO), a leading global media and entertainment company.

More information on the company can be found at [www.clearchannel.com](http://www.clearchannel.com).