



MEDIA ALERT

For Immediate Release:
August 7, 2008

Contact: Dawna Covington
Marketing Director
804.501.0750



**Torrez teams up with the American Cancer Society
to present
"TT Torrez's 1st Annual Charity Birthday Celebration"
on August 23rd.**

*A portion of proceeds donated to The American Cancer Society's
– Making Strides Against Breast Cancer-*

RICHMOND, VIRGINIA (August 1, 2008) – The streets of Richmond will be painted PINK on Saturday, August 23rd as iPower 92.1's Mid-day personality (10a-3p) TT Torrez will host her first annual charity birthday celebration supporting breast cancer research and awareness.

The star studded event will take place at The Paradise Lounge (112 N Fifth Street Richmond, VA), with performances by recording artist Ryan Leslie and DJ Khaled. Attendees will have an opportunity to walk down the PINK carpet with an array of celebrities and cancer survivors.

"I am so honored and blessed to have the opportunity to host the event to provide funding to the American Cancer Society." Torrez said "This event will raise money to help to change the lives of those who face this opponent daily. Cancer is something that touches everyone. It is important that we know all of us can make a difference."

RSVP's to attend the *"The Fountain of Pink VIP Lounge"* e-mail: TTorrezbirthday@gmail.com

Media RSVP's e-mail pinkcarpetpress@gmail.com

About TT Torrez

Focused, gracious, faithful and fearless are the words to describe TT Torrez who is currently working as an on air personality at Richmond's NUMBER ONE radio Station WCDX "iPower 92.1". TT's Job doesn't stop there she also lends her VJ talents as the Queen of the "Red Carpets" where she covers exclusive industry events! TT Torrez attended Norfolk State University and Johnson C. Smith University where she majored in broadcast journalism. Her exposure to the hip-hop world allowed TT Torrez to interact with some of the biggest players in the game. By building relationships and remaining humble, she has elevated her status from a radio personality to an industry tastemaker.

####

Radio One, Inc. (www.radio-one.com) is the nation's seventh largest radio broadcasting company (based on 2005 net broadcast revenue) and the largest radio broadcasting company that primarily targets African-American and urban listeners. Including announced acquisitions, Radio One owns and/or operates 71 radio stations located in 22 urban markets in the United States and reach approximately 14 million listeners every week. Radio One also owns approximately 36% of TV One, LLC (a cable/satellite network, programming primarily to African-Americans, which is a joint venture with Comcast Corporation and DIRECTV. Additionally, Radio Owns 51% of Reach Media Inc.), owner of the Tom Joyner Morning Show and other businesses associated with Tom Joyner, a leading urban media personality. Radio One also syndicates the only national African-American news/talk network on free radio and programs in African-American news/talk channel on XM Satellite Radio.

2809 Emerywood Parkway, Ste 300
Richmond, VA 23294
804.501.0750 fax 804.521.8450
dcovington@radio-one.com