



WLS, 890 AM
190 North State Street
Chicago, Illinois 60601

www.wlsam.com

MEDIA ALERT

December 18, 2009
FOR IMMEDIATE RELEASE
CONTACT: Brad Wallace / 312.984.5324

The Big 89 airs Radiothon for Easter Seals' Fight Against Autism

Chicago, IL - The Big 89, WLS-AM has teamed up with Easter Seals in their fight against autism with a 13-hour Radiothon to raise money and awareness. WLS-AM award-winning host Pat Cassidy, will broadcast live from the phone bank located inside the Starbucks store at the Hotel InterContinental starting at 5am, Friday, December 18th. In addition to interviews with families affected by autism, Cassidy will feature local celebrities and offer facts about autism throughout the day.

"Today, one out of just 91 kids is diagnosed with an autism spectrum disorder, and those numbers are getting worse," remarked Cassidy. "One hundred percent of the proceeds of this Radiothon will go to the Easter Seals' Therapeutic School and Center for Autism Research and related services. No administrative costs!"

Those who pledge \$50 or more, with a credit card, will receive a limited-edition WLS-AM "It's for the Kids" mug.

Listeners will be encouraged to donate at www.wlsam.com, or by calling 866-448-2372. Verizon wireless customers only need to hit 'pound' 8-9-0 to be connected to the phone bank.

What: **The Big 89/Easter Seals Fight Autism Radiothon**
When: 5ap-6p, Friday, December 18, 2009
Where: Hotel InterContinental Starbucks, 505 N. Michigan Ave. Chicago IL

###

About The Big 89: WLS-890AM is a 50,000-watt radio station reaching over 38 states from Chicago, IL with a mass-appeal talk format. The Big 89, *Where Chicago Comes to Talk*, is also the home of the Don & Roma Show, Mancow & Cassidy, Rush Limbaugh, the Roe Conn Show and Notre Dame football/basketball. The legendary station has been on the air for over 80 years.

About Citadel Broadcasting: Citadel Broadcasting Corporation is the third largest radio group in the United States, with a national footprint reaching more than 50 markets. Citadel is comprised of 165 FM and 58 AM stations in the nation's leading markets, in addition to the Citadel Media network business, which is one of the three largest radio networks in the United States. For more information, visit www.citadelbroadcasting.com.