

FOR IMMEDIATE RELEASE

The 2007 LOOP Rock Girl is Here

97.9 THE LOOP WLUP-FM, CHICAGO'S ROCK STATION HAS CHOSEN ITS REALITY ROCK RADIO STAR -- THE LOOP ROCK GIRL!

After months of searching The Loop has finally chosen their 2007 Rock Girl. It took two casting calls, a month of daily voting from our listeners and the final competition, but it was all worth it. **April Haydock from Chicago** will be representing The Loop for the next year as The Loop Rock Girl. She will be making appearances at high profile events and promotions, hosting the website and will also interact with our Loop jocks on the air.

The Loop Rock Girl Finals occurred Saturday night, May 5th at 115 Bourbon Street in Merrionette Park. The crowd was packed with Loyal Loopers, fans, family and friends all anxious to find out who would be their 2007 Loop Rock Girl. The show was amazing and the crowd went wild for the Sweet Sixteen finalists as they charmed their fans and judges.

Judges included Marcus Leshock, host of "Metromix TV"; Rob Elgas of NBC 5; and James "JY" Young of Styx. The show featured each finalist explaining why she should be The Loop Rock Girl, a Q & A with the Judges, and a Double Dare booth feature with Hector from Brandmeier Mornings.

In the end, April Haydock of Chicago walked off with The Loop Rock Girl title. For the past four years, Haydock has been a social worker in Chicago.

Campaign Overview:

The \$50,000 Loop Rock Girl Search kicked off in March with two live public casting calls. Out of thousands of applicants we narrowed it down to 64 semi-finalists who competed against each other in daily call-in and online voting. Every weekday in the month of April a finalist was chosen to be a member of the "Sweet 16," who competed on Saturday night. April, our new Loop Rock Girl, will begin her job of showering Loop rockers with contests, concerts and compelling entertainment over the air, on WLUP.COM and on the streets of Chicagoland! Check out WLUP.com for pictures captured at the Loop Rock Girl Finals, as well as shots of all semi-finalists and finalists. Thanks to all the lovely ladies that came out to the casting calls and competed to be The Loop Rock Girl 2007!



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