



FOR IMMEDIATE RELEASE
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Police and Fire Officials to Receive Over 10,000 Bears from the Teddy Bear Patrol Campaign

MILWAUKEE, Wis. – Police and fire officials from 32 departments in Southeastern Wisconsin will gather for Newsradio 620 WTMJ’s 16th annual Teddy Bear Patrol event, sponsored by Metropolitan Cadillac and State Farm Insurance. WTMJ afternoon drive host Jonathan Green will lead the celebration event and present more than 10,000 teddy bears collected during the Teddy Bear Patrol campaign. The event will be held on Thursday, May 8 at 11:00 a.m. in front of the WTMJ Studios at 720 E. Capitol Drive in Milwaukee.

In addition to the strong support of WTMJ’s listeners, this year there were 62 schools that held their own collection drives to support the Teddy Bear Patrol. Schoolteachers and children will be present at the Teddy Bear Patrol event to celebrate their accomplishments.

Since 1993, Jonathan Green’s Teddy Bear Patrol campaign has collected and distributed more than 80,000 teddy bears to local police and fire officials for their use in comforting children in crisis situations. The Teddy Bear Patrol remains Newsradio 620 WTMJ’s signature community service event, bringing together the community and public officials to help children in need.

Newsradio 620 WTMJ, Milwaukee’s heritage radio station, is the winner of radio’s highest honor: The National Association of Broadcasters’ 2004 Marconi Radio Award for Station of the Year. Previously, in 2000 and 2003, Newsradio 620 WTMJ won the Marconi Radio Award for News/Talk/Sports Station of the Year. Also in 2003, Newsradio 620 WTMJ won broadcast journalism’s highest honor, the Radio-Television News Directors Association’s Edward R. Murrow Award for Overall Excellence in large market radio.

Journal Broadcast Group owns and operates 35 radio stations and 11 television stations in 12 states and operates an additional television station under a local marketing agreement. The broadcast business of Journal Communications Inc., Journal Broadcast Group is headquartered in Milwaukee, Wisconsin. Journal Communications is a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services.