



For Immediate Release  
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## Have NO Fear! 99.5 WYCD Debuts the Taylor Swift Fearless Experience

**Detroit, MI** (March 24, 2009) – **99.5 WYCD** is launching the debut of the “Taylor Swift Fearless Experience”, an interactive mobile promotional unit showcasing Taylor Swift memorabilia and music. The “Taylor Swift Fearless Experience” is named after her latest album “Fearless” on Big Machine Records.

As fans pass through the exhibit, they’ll get to watch behind-the-scenes videos of Taylor Swift and see a myriad of photos of the teen superstar. Plus, they’ll get to view the dress Taylor wore in the “Our Song” video, a top hat worn in a recent photo shoot and autographed memorabilia. They can even sing Taylor Swift karaoke and sign a guest book that will be presented to Taylor Swift later this summer.

The interactive unit will be visiting shopping malls, schools, community events and festivals throughout the summer as announced on 99.5 WYCD and is sponsored by Big Machine Records, GAC TV and Wayne State University.

Currently, High School students are encouraged to enter at [www.wycd.com](http://www.wycd.com) for their chance to have the “Taylor Swift Fearless Experience” visit their high school. While visiting the schools, students can participate in a High School Taylor Swift karaoke contest. The karaoke winner will receive a trip for two to CMA Fest in Nashville and have the opportunity to sing for a Big Machine Records executive. For more information and complete contest rules, go to [wycd.com](http://wycd.com)

“99.5 WYCD was the first radio stations in the country to play Taylor’s music and we’ve had a long standing relationship with her,” noted Program Director Tim Roberts. “She’s an amazing singer, songwriter and talent - arguably the biggest artist in the U.S. in any format right now.”

Taylor Swift’s current single “Love Story” is currently the #1 single in the country. She has performed on numerous awards shows including the 2009 Grammy Awards and the CMA (Country Music Association) Awards. She was recently featured on CBS Television Network’s CSI and has been on the cover of just about every major teen and music magazine including the March cover of Rolling Stone.

99.5 WYCD is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 137 radio stations, the majority of which are in the nation’s top 50 markets. CBS RADIO also owns and operates WVMV, WOMC, WWJ-AM, WXYT-AM/FM in Detroit.

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