



98.9 Radio Now and 100.5 Gen X Radio Launch Second Annual *Bras Across The Bluegrass*

- WHO:** Clear Channel Communities™, the community engagement brand of Clear Channel, 98.9 Radio Now, 100.5 Gen X Radio and Ashcroft & Oak Jewelers
- WHAT:** Clear Channel Communities™, the community engagement brand of Clear Channel, 98.9 Radio Now, 100.5 Gen X Radio and Ashcroft & Oak Jewelers are kicking off National Breast Cancer Awareness Month with the second annual *Bras Across the Bluegrass*, a donation campaign benefitting the National Breast Cancer Foundation (NBCF). Bras Across the Bluegrass will raise funds and awareness for the NBCF while also showing the Louisville community's support and solidarity against the disease. Listeners will be invited to drop off new or gently used bras at the donation location in the parking lot of Oxmoor Mall. Ashcroft & Oak will donate \$1 to the National Breast Cancer Foundation for each bra collected. Listeners can also register to win a *Promise of Hope* Pendant from Ashcroft & Oak Jewelers. In addition, the bras will be displayed along Shelbyville Road in front of Oxmoor Mall as a show of support and reflection for all those in the Louisville community that have been affected by breast cancer. Last year, *Bras Across the Bluegrass* strung nearly 3,000 bras along Shelbyville Rd, resulting in a \$3,000 donation to the NBCF. Now, in its second year, the goal is to stretch the Sutherland's Hardware Boulevard of Bras all the way across the Oxmoor Center Parking Lot. For more information, please visit www.989radionow.com or www.genxlouisville.com.
- WHEN:** Monday, October 7- Friday October 11 from 7 a.m. to 9 p.m.
Saturday, October 12 from 7 a.m. – 2 p.m.
- WHERE:** Oxmoor Mall Parking Lot, facing Shelbyville Road located:
7900 Shelbyville Road, Louisville, KY 40222
- CONTACT:** Kellie Burton, KellieBurton@clearchannel.com, (502) 479-2126

###