

# **IHEARTMEDIA MILWAUKEE COLLECTS FIVE LARGE TRUCKS FILLED WITH BOTTLED WATER DURING DRIVE TO BENEFIT FLOOD VICTIMS IN SOUTHEAST WISCONSIN**

**Milwaukee, WI – July 19, 2017** – iHeartMedia Milwaukee announced today that its six radio station brands collected five large semi-trucks filled with bottled water to help flood victims in the Southeast Wisconsin area. Unprecedented flash floods contaminated water wells leaving many residents with no access to drinking water, in addition to no electrical power.

iHeartMedia Milwaukee's News/Talk 1130 WISN, FM106.1, 95.7 BIG FM, The Big 920, 97-3 NOW and V100.7 held the water drive on Friday, July 14 from 6 a.m. to 6 p.m. at the Pettit National Ice Center in Milwaukee. To encourage listeners to support their community and donate bottled water, on-air personalities Shannen O from FM106.1 and Producer Dave from 97-3NOW stopped by the Pettit Center to broadcast a portion of the event on-air.

“The iHeartMedia Milwaukee team and our listeners are committed to the people in the Milwaukee community. They saw their neighbors in need and jumped to action in a matter of hours,” said Kerry Wolfe, Operations Manager for iHeartMedia Milwaukee. “It was truly a team effort among all six of our radio station brands. We are grateful for our loyal listeners throughout the Milwaukee metro area who donated and made this event an amazing success.”

Generous donations of bottled water were made by Pepsi, The Milwaukee Bucks, Bell Ambulance, M Tech and 7 Mile Fair. In addition, Paratech Ambulance Service donated 3 ambulances full of bottled water cases and their staff helped load the trucks with other water donations throughout the rest of the day. The water is currently being distributed through The American Red Cross and Hunger Task Force.

iHeartMedia Milwaukee is a leading media outlet in the Milwaukee market and its content is available across multiple platforms, including its broadcast stations; online via its branded digital sites; mobile; and social, with nationwide listening through iHeartRadio, the all-in-one streaming music and live radio service – with its more than a billion downloads and 100 million registered users.

## **About iHeartMedia Milwaukee:**

iHeartMedia Milwaukee owns and operates WKKV-FM; WRIT-FM; WISN-AM; WMIL-FM; WRNW-FM; WOKY-AM and is part of iHeartMedia. With over a quarter of a billion monthly listeners in the U.S. and over 85 million social followers, iHeartMedia has the largest national reach of any radio or television outlet in America. As the leader in multiplatform connections, it also serves over 150 local markets through 858 owned radio stations, and the company's radio stations and content can be heard on AM/FM, HD

digital radio, satellite radio, on the Internet at [iHeartRadio.com](http://iHeartRadio.com) and on the company's radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets, wearables and smartphones, and on gaming consoles.

iHeartRadio, iHeartMedia's digital radio platform, is the fastest growing digital audio service in the U.S. and offers users thousands of live radio stations, personalized custom artist stations created by just one song or seed artist and the top podcasts and personalities. With over a billion downloads, iHeartRadio reached 100 million registered users faster than any other radio or digital music service.

iHeartMedia's platforms include radio broadcasting, online, mobile, digital and social media, podcasts, personalities and influencers, live concerts and events, syndication, music research services and independent media representation. iHeartMedia is a division of iHeartMedia, Inc. (PINK: IHRT). Visit [iHeartMedia.com](http://iHeartMedia.com) for more company information.

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