



100.5MYfm

98.9 Radio Now and 100.5 MYFM Launch Third Annual *Bras Across The Bluegrass*

WHO: 98.9 Radio Now, 100.5 MYFM and Ashcroft & Oak Jewelers

WHAT: 98.9 Radio Now, 100.5 MYFM and Ashcroft & Oak Jewelers are kicking off National Breast Cancer Awareness Month with the second annual *Bras Across the Bluegrass*, a donation campaign benefiting 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 *Survivor Pendant & Ring* from Ashcroft & Oak Jewelers. Everyone who donates a bra throughout the week will be invited to the "Bra Bash" featuring Warner Brothers recording artist Bebe Rexha...Friday night, October 10th at Baxter's 942. 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 5300 bras along Shelbyville Rd, resulting in a \$7100 donation to the NBCF. Now, in its third 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.myfmlouisville.com.

WHEN: Monday, October 6- Friday October 10 from 7 a.m. to 9 p.m.
Friday, October 10th 10:30p.m. (Bra Bash)
Saturday, October 11 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@iHeartMedia.com, (502) 479-2126

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