



KFOG'S #BOOBPROJECT TO DEBUT ALL-STAR BREAST CANCER BENEFIT SONG AND VIDEO FEATURING ROCK ARTISTS INCLUDING HOZIER, NOEL GALLAGHER, FLORENCE + THE MACHINE, VANCE JOY, ELLE KING, GRAHAM NASH AND MEMBERS OF THE GRATEFUL DEAD

- *Rock world lends voices and images to “Boob Spelled Backwards is Boob” single and video*
- *Yearlong effort part of KFOG global charity initiative with cross-country bike tour and social media blitz*

SAN FRANCISCO, CA, September 30, 2015— KFOG announces that it will release an all-star [breast cancer benefit song](#) and [video](#) tomorrow for Breast Cancer Awareness Month featuring many of rock’s biggest artists including: Hozier, Florence + The Machine, Vance Joy, Michael Franti, Spandau Ballet, Matt Nathanson, Elle King, Grace Potter, ZZ Ward, Graham Nash and members of the Grateful Dead. The song, entitled “Boob Spelled Backwards is Boob” debuts Thursday, October 1, at 6:15 a.m. PDT on KFOG In The Morning and can be downloaded on iTunes. The accompanying music video can be accessed on www.kfog.com/boobproject/ and on YouTube. The effort is part of a multi-pronged yearlong KFOG global charity initiative dubbed #BoobProject, which includes a social media blitz featuring rock artists and a [cross-country motorcycle tour](#).

Eight-year-old Archer Nelson wrote the song lyrics as a way of dealing with his mom Christi’s breast cancer diagnosis. The boy said he had the song stuck in his head so when Archer’s dad, Mike “No Name” Nelson, morning co-host at KFOG radio in San Francisco, told this story on the air, station staff decided to ask all the musicians who visited the station in 2015 to help make the song a reality. The result is a sweet and endearing tune, and the accompanying video uses footage of the artists performing the song intertwined with women in various stages of treatment for breast cancer. The song and video are heartfelt and sobering, but ultimately uplifting.

KFOG's Mike "No Name" Nelson said: "The support for #BoobProject has grown far beyond everyone's expectations. What began as a child's lyrical tribute to his mother has been transformed into a song and video featuring world famous artists. It's our version of 'We Are the World' for breast cancer research, and we thank the artists who contributed their voices and instruments to this important cause and very special song and video. Our special thanks to musician Megan Slankard, who volunteered to mix the 60+ vocal and instrumental tracks."

After the KFOG morning show Thursday, Mike "No Name" Nelson will depart on a cross-country motorcycle ride-- dubbed the "[1 in 8 Tour](#)"-- from San Francisco to New York City in honor and support of the one in eight women who will be diagnosed with some form of breast cancer throughout their lives. Nelson has decorated his 2008 Harley Davidson bright pink and will sport bright pink riding gear, including a bright pink cape and helmet. He will also be writing the names of people who are currently battling or have battled breast cancer on his bike to ride in their honor. Nelson will make stops along the way, delivering treats to breast cancer treatment centers and encouraging those in the fight. He will also make promotional stops at Cumulus radio stations in Salt Lake City, Des Moines, Chicago and New York City.

KFOG has launched a companion social campaign this week across its social media sites, featuring photos of rock luminaries holding the #BoobProject sign, including: Mumford & Sons, George Ezra, Imagine Dragons, and Leon Bridges.

All funds generated from the sale of the song and donations to KFOG's #BoobProject will go to the [Breast Cancer Research Foundation](#), a charity that funds breast cancer research all over the world. To donate, please visit: www.boobproject.org.

For more information, please visit: <http://www.kfog.com/boobproject/> or contact: "Irish" Greg McQuaid at: gpmcquaid@gmail.com or at: [415-254-7305](tel:415-254-7305).

About Cumulus Media

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