



Jacob Crowell

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**CALIFORNIA'S  
ROCK STATION**



Riley Crowell

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## ***98 ROCK "27 DAYS" IVF BABY REUNION THIS SATURDAY AT 1 P.M. AT ROSEVILLE HYUNDAI***

December 13, 2012 (Sacramento, CA) – KRXQ-98 Rock and our “27 Days of Christmas” promotion have given away over **\$1 Million in prizes** over the past **10 years**, but **one lucky wish maker in 2011** got something they have always wanted! Not just one baby, but **TWINS**...courtesy of 98 Rock, “The Rob, Arnie and Dawn” show and Dr. Zeringue of California IVF!

**This Saturday, December 15<sup>th</sup> at 1 p.m.**, 2011 wish maker Leala Crowell, her husband will bring the **two twins (Jacob and Riley Crowell)** to meet “Rob, Arnie and Dawn” and Dr. Zeringue for the **first time!** This will happen at the “Rob, Arnie and Dawn 27 Days of Christmas Toy Drive” taking place at **Roseville Hyundai (200 N. Sunrise Ave in Roseville, next to Fry’s Electronics).**

Leala received a **\$10,000 gift of fertilization through California IVF.** Leala and her twins (**born this past October**) will be available for **photos/interview**, as will Dr. Zeringue from California IVF and “Rob, Arnie and Dawn” for **any/all media inquiries.**

The “Rob, Arnie and Dawn 27 Days of Christmas Toy Drive” is expected to collect well over **5,000 toys** that will be donated to **Sacramento area children that are in Foster Homes.** The Toy Drive begins at **11 a.m.** and will continue until at least **2 p.m. (or until the last toys are collected!).**

For more info, contact **98 Rock Marketing Director John Nelson** at [jnelson@entercom.com](mailto:jnelson@entercom.com), **916.339.4232** or **916.996.3786.**

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### **About Entercom Communications**

[Entercom Communications Corp.](#) (NYSE: ETM), [led by President and CEO David Field](#), is one of the five largest radio broadcasting companies in the United States, with a nationwide portfolio of 111 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company is also the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Hornets, New Orleans Saints, Oakland Athletics and San Jose Sharks.

Entercom focuses on creating effective integrated marketing solutions for its customers that incorporate the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio broadcasting.

### **About California IVF Fertility Center:**

California IVF Fertility Center was founded in 2004 by Dr. Ernest Zeringue. Since that time, the clinic has continued to grow by focusing on providing advanced reproductive technology in a family-like atmosphere. California IVF Fertility Center has expanded with clinics in Davis, Sacramento, and Roseville. California IVF is the local fertility clinic of choice for many infertility patients in the Greater Sacramento, Roseville, Fairfield and San Francisco Bay areas. Advanced infertility services such as in vitro fertilization (IVF), donor sperm and donor eggs, embryo freezing or cryopreservation, ICSI, and other treatments for both male and female infertility are offered at its Northern California fertility centers.

The California Conceptions Donated Embryo program ([californiaconceptions.com](http://californiaconceptions.com)) provides an egg donor and adoption alternative to IVF patients from around the world. The staff includes a team of 4 board certified fertility doctors and experienced embryologists who are skilled at performing pre-implantation genetic diagnosis (PGD) and screening (PGS). Centrally located between the Sierra Nevada Mountains, Lake Tahoe, San Francisco Bay Area, Silicon Valley, Napa Valley and The Pacific, fertility center patients from across the US and around the world have access to many Northern California travel destinations while undergoing infertility treatment.

For more information about infertility and California IVF, please visit [www.californiaivf.com](http://www.californiaivf.com)