



MEDIA ADVISORY

May 16, 2014

LIVE 101.5's LADY LA MAKES AN IMPACT ON THE LIVES OF CHILDREN WITH AUTISM

Phoenix, Arizona – LIVE 101.5 (KZON-FM) Morning show air personality **Lady La**, in conjunction with **Hi-Health** stores, spearheaded an effort to raise money for **Arizona Autism United**. The fund-raising program, which featured the sale of the 2014 Lady La Calendar, raised a total of \$2,426.00.

"I would just like to recognize the efforts of Hi-Health, and thank them for partnering with me on this project to raise funds for kids who need it," said Lady La. "Therapy is crucial to those with developmental delays or disabilities. In this life, counting the positives is what gets you to a place to see results, in the gym and in life."

The 2014 Lady La Calendar went on sale in late 2013, and was available for sale through the holiday season and into the early part of 2014 at over 40 Phoenix area Hi-Health locations. 100% of every dollar raised from the sale of the calendars went directly back to Arizona Autism United, a nonprofit organization providing services to children with autism spectrum disorders in Arizona.

The calendar contains twelve months' worth of ultra-hi-res photos of LIVE 101.5's Lady La pumping iron in the gym, relaxing "casual-style" after her work-out, and showing off her healthy body in tasteful swimwear shots. Additionally, each month includes a motivational quote from Lady La to help those who need it get off their couch and get moving.

For more information about Lady La, please visit www.LIVE1015phoenix.com. For more information about Arizona Autism United, please visit azaunited.org. For more information about Hi-Health, please visit www.hihealth.com.

Photos (attached):

- Lady La 2014 Calendar Cover

- Lady La presents a check to Arizona Autism United (pictured [from left]: Aaron Blocher-Rubin, Executive Director, Arizona Autism United | Lady La, LIVE 101.5 Morning Show Air Personality | Tim Pohlman, SVP / Market Manager, CBS Radio Phoenix)

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