



Contact:  
Koren Vaughan [koren@wbls.com](mailto:koren@wbls.com) or  
Sherise Malachi [Sherise@wbls.com](mailto:Sherise@wbls.com)

## **107.5 WBLS-FM AND 1190 WLIB-AM WILL BE TAKING OVER THE NEW YORK CITY TRI-STATE AREA DURING THE BIGGEST WEEKEND IN SPORTS!!**

**New York, NY (January 27, 2014)** 107.5 WBLS-FM and 1190 WLIB-AM will be doing it “Big” this week with Concerts and Community Work during the Biggest Week in Sports throughout the New York City Tri-State Area, beginning this Thursday, January 30<sup>th</sup>.

This Thursday evening, 1190 WLIB-AM will kick off the weekend at NJ Pac in Newark, New Jersey for the WLIB-AM, State Farm and Barbados Gospel Fest Presents: The “Bishop Hezekiah Walker & Friends” Concert, Featuring Marvin Sapp, James Fortune and Tye Tribbet, all on one stage for a night of Praise, Worship and Celebration like no other. Brought to you by McDonald’s.

And Saturday Night February 1st, Powerhouse Urban AC Station WBLS-FM will host the Gentle Treatment and AARP Present: Charlie Wilson and Friends Featuring: Doug E Fresh and SWV Concert taking place at the Theatre at Madison Square Garden all Brought To You By STATE FARM. Followed by the exclusive VIP After Party hosted by Charlie Wilson and Doug E Fresh.

“ We are delighted to have the opportunity to be a part of this amazing concert featuring Charlie Wilson! The Gentle Treatment Hair Care consumer has grown up grooving to the music of *Uncle Charlie and The Gap Band*. This is the perfect consumer event for our brand to launch its new *What A Grown Woman Knows* campaign. We are excited to see all of the confident ageless beauties at Madison Square Garden show up and show out on February 1<sup>st</sup>.” says Kimberly Hairston, Chief Marketing Officer of DRM-JPC Brands.

YMF Media President and GM Manager of both stations, Deon Levingston states “ Two states have never hosted a Superbowl and WBLS and WLIB are excited about hosting events in both states, Both our Hezekiah Walker and Friends concert in New Jersey and our Charlie Wilson And Friends Concert In At MSG are Sold Out.

Visit [www.wbls.com](http://www.wbls.com) or [www.wlib.com](http://www.wlib.com) to see all of the great happenings and community events that both stations will be hosting this week in New York City.

#####