



**\*\*Media Advisory\*\***

**FOR IMMEDIATE RELEASE**

Contact:

Ashley Waters – Regan Communications

617-488-2894

[awaters@regancomm.com](mailto:awaters@regancomm.com)

## **Sports Radio WEEI 93.7 FM to Broadcast Live from “Christmas at Fenway”**

**WHO:** Sports Radio WEEI 93.7 FM

**Craig Mustard** and **Larry Johnson** of WEEI’s [“The Mustard & Johnson Show”](#)

WEEI on-air personalities **Dale Arnold**, **Rob Bradford** and **Alex Speier**

**WEEI Waterboys and Girls**

Live interviews with the following Red Sox management and players:

- **Larry Lucchino** – 10:30 AM
- **Ben Cherington** – 11:00 AM
- **John Farrell** – 11:40 AM
- **Andrew Bailey** – 1:40 PM
- **Jared Saltalamacchia** – 2:30 PM

**WHAT:** Sports Radio WEEI 93.7 FM will broadcast live from the 10<sup>th</sup> annual “Christmas at Fenway” on Saturday, December 1. **Craig Mustard** and **Larry Johnson** will be broadcasting on site from 9:00am to 1:00pm. **Dale Arnold**, **Rob Bradford** and **Alex Speier** will be there from 1:00pm to 3:30pm. Additionally, the WEEI Waterboys and girls will be set up in the “Kids Area.”

Christmas at Fenway is an all-day event where fans can do the following:

- Guaranteed opportunity to purchase tickets for the 2013 season.
- Meet Red Sox players, Red Sox coaches, Wally the Green Monster and Santa & Mrs. Claus.
- Explore the Royal Rooters Club at the Nation's Archives.
- Visit the Enchanted Village, and much more.

Red Sox players will be on hand to sign autographs for fans and will join WEEI for roundtable discussions throughout the day. To register online for a chance to attend “Christmas at Fenway” click [here](#).

**WHERE:** Fenway Park  
4 Yawkey Way  
Boston, MA 02215

**WHEN:** Saturday, December 1, 2012  
9:00am – 3:30pm

For more information on WEEI and Christmas at Fenway, visit <http://www.weei.com/>.

#### **About Entercom**

[Entercom Communications Corp. \(NYSE: ETM\)](#), led by [President and CEO David Field](#), is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 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 Saints, New Orleans Hornets, Oakland Athletics and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating 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. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States.