



FOR IMMEDIATE RELEASE

Contact: John Schroeder, B93.3 Promotions Director
Phone: (414) 771-1021
Email: schroeder@milwaukeekeeradio.com

B93.3 Supports Breast Cancer Awareness Month with 5th Annual “Call to Care Radiothon”

Milwaukee, WI – B93.3 WLDB will conduct its 5th annual “Jane & CV Call To Care Radiothon” on Friday, October 4th from 6:00 a.m. to 7:00 p.m. to increase awareness and raise funds for ABCD (After Breast Cancer Diagnosis).

B93.3 morning show hosts Jane and CV will broadcast their show from 6:00 a.m. to 7:00 p.m. from the B93.3 studios in Menomonee Falls and auction off items including a trip for two to RIU Palace Montego Bay in Jamaica courtesy of Funjet Vacations, a Blue Harbor Resort overnight stay with spa treatment, a Bridgeport Waterfront Resort overnight stay, dinner for eight Capital Grille, tickets to Jersey Boys at the Marcus Center for the Performing Arts, and more. A complete list of items to be auctioned is available at www.b933fm.com. The proceeds from the auction will go directly to ABCD.

“We’re privileged to have the platform at B93.3 to spread the word about this extraordinary organization. ABCD provides a truly unique service – much needed support and mentoring after you hear those frightening words, ‘You’ve got breast cancer’ - to those directly and indirectly affected by breast cancer,” said Jane Matenaer, B93.3 morning show co-host.

About B93.3 WLDB

B93.3 (WLDB-FM) is part of the Milwaukee Radio Alliance LLC, a partnership between Green Bay Packers legend and NFL Hall of Famer Willie Davis’ All Pro Broadcasting and Shamrock Communications. The Milwaukee Radio Alliance also owns and operates FM 102/1 (WLUM-FM) and 1290 Martini Radio (WZTI-AM). www.b933fm.com

About ABCD

ABCD (After Breast Cancer Diagnosis) provides free, personalized information and one-to-one support to people affected by breast cancer: patients, families, and friends. While science searches for a cure, ABCD compliments the work of healthcare providers by serving as a reliable, accessible, and highly personalized breast cancer support resource for patients and their loved ones. ABCD provides breast cancer support through its signature one-to-one mentoring breast cancer support service, a breast cancer helpline and resource list, and MORE: Mentor Outreach and Education program. www.abcdbreastcancersupport.org

###