



FOR IMMEDIATE RELEASE

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B93.3 Supports Breast Cancer Awareness Month with 6th Annual “Call to Care Radiothon”

Milwaukee, WI – B93.3 (WLDB-FM) will conduct its 6th annual “Call To Care Radiothon” presented by Heiser Chevrolet on Friday, October 3rd from 6:00 a.m. to 7:00 p.m. to increase awareness and raise funds for After Breast Cancer Diagnosis (ABCD).

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 and auction off items including a trip for two to stay at the all-inclusive RIU Vallarta in Nuevo Vallarta, Mexico courtesy of Funjet Vacations, four floor tickets to James Taylor at the BMO Harris Bradley Center on November 4th, overnight stays at the “Pink Room” at InterContinental Milwaukee, Grand Geneva Resort & Spa including golf for two, the Bridgeport Resort, and the Country Springs Hotel, restaurant gift cards to The Capital Grille, Maggiano’s Little Italy, and more. Additionally, Kessler’s Diamonds will match bids dollar for dollar up to \$10,000. 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 are proud to partner with ABCD for the sixth consecutive year to continue the fight against breast cancer. Breast cancer is a disease that affects everyone. We all know someone who has had their life changed by it. It’s important to get the word out and raise public awareness and funds for ABCD, which should be one of the first calls you make when you or someone you know receives breast cancer diagnosis,” said CV, B93.3 morning show co-host.

About B93.3 (WLDB-FM)

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 Martini Radio 100.3 FM and 1290 AM (WZTI-AM). www.B933fm.com

About After Breast Cancer Diagnosis (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. Breast cancer support is provided through ABCD's signature one-to-one mentoring support service, and its breast cancer helpline. Trained and professionally supported volunteer survivors and co-survivors help those battling breast cancer, from the newly diagnosed to those in treatment and beyond. While science searches for a cure, ABCD supports people affected by breast cancer – NOW. www.abcdbreastcancersupport.org

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