

**FOR IMMEDIATE RELEASE**

**Date: January 15, 2015**

## **Mascots To Race Down Ski Mountain in DeBella's Mascot Mayhem**

***Friday, January 23 (3p-7p) at Big Boulder Ski Resort***

**Bala Cynwyd, PA (January 15, 2015):** On Friday, January 23<sup>rd</sup>, John DeBella's Mascot Mayhem will descend upon the hills of Big Boulder Ski Resort. Up to fourteen of the area's most famous mascots will take part in a crazy ski race down the mountain to claim the title of 'Mascot Mayhem Champion' and score a free \$5,000 WMGK-FM commercial schedule for the business they represent. Those watching the race will also have the chance to win something. Everyone that picks the winning mascot will be qualified to win a free Funjet Vacations getaway for two to Jamaica with all-inclusive accommodations at the RIU Palace Tropical Bay. The winner of the trip will be drawn minutes after the final round of the race. Mascot Mayhem will consist of 3 rounds – qualifying round, semi-finals and Finals.

Mascot Mayhem is part of MGK Day at Big Boulder (3p-7p). WMGK House Band alums, Sofa Kings will play the Mascot Mayhem After-Party at the ski lodge (5p-7p) and WMGK listeners are able to purchase \$10.29 lift tickets online so they can enjoy a great day of discounted skiing and live classic rock in addition to the Mascot Mayhem festivities. The idea for Mascot Mayhem came from the WMGK morning man's desire to 'add something crazy' to this year's MGK Day activities and make it a day on the slopes that WMGK listeners would never forget. He went on-air and asked listeners for ideas about what he could do and after two days of interesting suggestions from tons of MGK listeners, Mascot Mayhem was born.

Response from area Mascots has been great thus far. The station has already secured commitments from: The Geico Gecko, The Temple Owl, The Robbin's Diamonds Mascot and Phil E Pretzel from Philly Pretzel Factory. The station fully expects to have up to fourteen mascots in the next few days.

**102.9 WMGK-FM is owned by Greater Philadelphia Radio, Inc., a subsidiary of Greater Media, Inc., the parent company of 21 AM and FM radio stations in the Boston, Charlotte, Detroit, New Jersey and Philadelphia markets. Greater Media also owns a group of weekly newspapers in central New Jersey and several telecommunications towers located throughout the United States.**

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