

THIS WEEKEND - 102.9 WMGK-FM GOES ALL BEATLES TO CELEBRATE 50TH ANNIVERSARY OF BAND'S US ARRIVAL

Bala Cynwyd, PA (February 4, 2014): On February 7, 1964, four lads from Liverpool landed at JFK International airport, sparking a cultural revolution that forever changed rock and roll in America. Philadelphia's Classic Rock, 102.9 WMGK, celebrates the 50th anniversary of The Beatles arrival on US soil with 'The Beatles Essential A to Z'. The station will play the greatest Beatles songs of all time in alphabetical order all weekend long. WMGK's internationally recognized Beatles expert, Andre Gardner, will start the station's alphabetical exploration of The Beatles this Friday, February 7 at 4:10p. Throughout the weekend, the station will give listeners the opportunity to 'text in' to win tickets to see Ringo Starr & His All Starr Band (on June 21) at Caesar's Atlantic City as well as *The Beatles: US Albums collection*, a 13 disc box set.

The Beatles are WMGK's most played artist. The Fab Four are featured prominently throughout each broadcast day including John DeBella's Breakfast With The Beatles at 7:10am and Andre Gardner's Beatles Break at 4:10pm. Gardner also hosts the station's Sunday Morning Breakfast With The Beatles program (7a-9a). Each week he provides listeners with two straight hours of Beatles-only enjoyment and imparts information about the band and their music that only a self-described 'Beatles freak' would know.

Throughout his radio career, Andre Gardner has interviewed Paul McCartney and Ringo Starr as well as countless musicians, producers, engineers and artists that have worked with members of the band. He would be happy to talk to any members of the media writing stories about the 50th anniversary of The Beatles arrival in America. Interviews can be scheduled through WMGK's Promotion Director, Dan Fein.

102.9 WMGK-FM is owned by Greater Philadelphia Radio, Inc., a subsidiary of Greater Media, Inc., the parent company of 23 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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