



## 98.9 Radio Now Helps Local Listener Connect with Half-Brother

**Louisville, KY – April 24, 2015** – 98.9 Radio Now, Louisville’s No. 1 Hit Music Station, has helped local listener Amber Sonnenberg to reconnect with her half-brother. Through #RAKEinApril, the radio station’s campaign to Keep Louisville Kind, 98.9 Radio Now on-air personality Jonathan shared Sonnenberg’s story until the brother and sister were reunited.

17 years ago, Sonnenberg found out that she had a half-brother in another state, who she had never been able to locate. As part of the radio station’s #RAKEinApril campaign, 98.9 Radio Now personality Jonathan shared her story on-air and across social media. After thousands of shares, comments, and advice from local listeners and others across America, Amber was able to locate and contact Aaron Berman, her half-brother. The two have talked every day since then, and on Monday, April 27, Berman will fly from San Diego to Louisville to meet his half-sister for the first time.

Sonnenberg and Berman will meet for the first time live on 98.9 Radio Now on April 27 at 5 p.m. EST. Listeners can hear their story on 98.9 FM, on the iHeartRadio app or by visiting 989radionow.com. Sonnenberg & Berman will be available for additional interviews after their on air introduction.

#RAKEinApril is 98.9 Radio Now’s campaign to “Keep Louisville Kind.” RAKE, which stands for “Random Acts of Kindness Everyday,” in conjunction with Mayor Fischer’s “Give-a-Day Week” program, has performed kind acts for strangers throughout the month of April, and continues to encourage its 200,000 listeners to do the same. For more information, visit 989radionow.com, and share your stories of kindness on Facebook and Twitter using the hashtag #RAKEinApril.

### **About iHeartMedia Louisville:**

iHeartMedia Louisville owns and operates WTFX-FM; WQMF-FM; WAMZ-FM; WNRW-FM; WLGX-FM; WKRD-AM; WHAS-AM; WKJK-AM; and is part of iHeartMedia. With 245 million monthly listeners in the U.S., 97 million monthly digital uniques and 196 million monthly consumers of its Total Traffic and Weather Network, iHeartMedia has the largest reach of any radio or television outlet in America. It serves over 150 markets through 859 owned radio stations, and the company’s radio stations and content can be heard on AM/FM, HD digital radio, satellite radio, on the Internet at iHeartRadio.com and on the company’s radio station websites, on the iHeartRadio mobile app, in enhanced auto dashes, on tablets and smartphones, and on gaming consoles. iHeartRadio, iHeartMedia’s digital radio platform, is the No. 1 all-in-one digital audio service with over 430 million downloads; it reached its first 20 million registered users faster than any digital service in Internet history and reached 50 million users faster than any digital music service and even faster than Twitter, Facebook and Pinterest. The company’s operations include radio broadcasting, online, mobile, digital and social media, live concerts and events, syndication, music research services and independent media representation.

###

Contact:

Jonathan Shuford

iHeartMedia Louisville

(502) 479-2107

[jonathanshuford@iheartmedia.com](mailto:jonathanshuford@iheartmedia.com)