



Contact: Kellie Burton
Daytime: (502) 479-2126

FOR IMMEDIATE RELEASE

98.9 Radio Now and 100.5 Gen X Radio
Going “Pink” for P!nk with
Bras Across The Bluegrass

Who: 98.9 Radio Now, 100.5 Gen X Radio, and Daymar College

What: Bras Across the Bluegrass

When: Monday, October 1st thru Friday, October 5th, 12:00 noon

Where: Oxmoor Mall Parking lot, facing Shelbyville Road

How: Drop off a new or gently-used bra in the Oxmoor Mall Parking lot each day from 6a-midnight. For every bra donated, \$1 will be donated to the National Breast Cancer Foundation.

LOUISVILLE -- 98.9 Radio Now, 100.5 Gen X Radio, and Daymar College are kicking off National Breast Cancer Awareness Month with “Bras Across the Bluegrass”, a campaign benefitting the National Breast Cancer Foundation.

Monday through Thursday between 6am-midnight and Friday 6am-noon, listeners will be invited to drop off new or gently used bras at the donation location in the parking lot of Oxmoor Mall (or at either Daymar College campus). Daymar College will donate \$1 to the National Breast Cancer Foundation for each bra collected. Listeners can also register to win tickets to see P!nk at the KFC Yum! Center on March 8th!

In addition, the bras will be displayed along Shelbyville Road in front of Oxmoor Mall as a show of support and reflection for all those in our area that have been affected by breast cancer. For more information, please visit www.989radionow.com or www.genxlouisville.com.

About Clear Channel Radio Louisville

Clear Channel Radio Louisville comprises WAMZ-FM, WHAS-AM, WQMF-FM, WNRW-FM, WKJK-AM, WKRD-AM, WTFX-FM, and WLGX-FM. Clear Channel Radio Louisville is part of Clear Channel Radio, a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing its programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, via iPods and cell phones and used via navigation systems from TomTom, Garmin and others. The company's operations include radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (OTCBB:CCMO), a leading global media and entertainment company. More information on the company can be found at www.clearchannel.com.

WNRW-FM; WLGX-FM

4000 #1 Radio Drive Louisville, KY 40218
Phone (502) 479-2222 Fax (502) 479-2223