

# **NEWS RELEASE**

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## **WPLR'S MIKE LAPITINO GOLF CLASSIC RAISES \$14,749 FOR THE NORMA F. PFRIEM BREAST CARE CENTER**

**MILFORD, CT** – October 31, 2014 – In honor of National Breast Cancer Awareness Month, Connoisseur Media's New Haven, CT based Mainstream Rock, 99.1 WPLR is proud to announce that it raised \$14,749 for The Norma F. Pfriem Breast Care Center at Bridgeport Hospital from The WPLR Mike Lapitino McDermott Chevrolet and Lexus Golf Classic.

The WPLR Mike Lapitino McDermott Chevrolet and Lexus Golf Classic was held at The Golf Club at Oxford Greens in Oxford, CT on Friday August 22, 2014. The Golf Classic, hosted annually by WPLR afternoon personality Mike Lapitino, has been supporting The Norma F. Pfriem Breast Care Center for fourteen years raising nearly \$200,000 in total.

"Every man wants to leave a legacy behind them, for me, if I made any difference in someone's life concerning breast cancer at the Norma F Pfriem Breast Care Center, then that's a legacy I am proud of," says Mike Lapitino.

Yesterday Mike Lapitino presented a check for \$14,749 to Dr. Donna Twist, Executive Director of the Norma F. Pfriem Breast Care Center and Vice President of Development at the Bridgeport Hospital Foundation. Looking on was Steve Jakab President of Bridgeport Hospital Foundation and Donna Craft, advisory board member of the Norma F. Pfriem Breast Care Center.

The Norma F. Pfriem Breast Care Center, which is part of Bridgeport Hospital, is dedicated to providing a comprehensive network of services - with locations in Fairfield, Trumbull and Bridgeport - for complete breast health and wellness. Their multidisciplinary team of breast cancer specialists provide one-on-one care with dignity, privacy and warmth, in a serene, comfortable and professional setting.

*WPLR 99.1 is a 50,000 watt FM Mainstream Rock Station licensed to New Haven, CT, also serving the markets of: Hartford, Bridgeport and Danbury, CT.*

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