IHEARTMEDIA LOUISVILLE TO HOST THE
THIRD ANNUAL SISTA STRUT WALK TO
BENEFIT BREAST CANCER LOCAL CHARITIES

WHAT: iHeartMedia Louisville’s REAL 93.1, The Beat of Louisville, and 98.9 Radio Now, Louisville’s #1 Hit Music station, will hold the third annual Sista Strut, a 3k breast cancer charity walk that aims to increase awareness to the benefits of breast cancer screenings and other breast cancer resources in the Kentuckiana area. The 3k walk is presented by Becker Law and Papa Johns and will benefit Kentucky African Americans Against Cancer (KAAAC) and Susan G. Komen of Kentucky.

Sista Strut will feature live performances by Lanita Rocknettes School of Dance, a pink balloon release and a survivors’ lounge, an exclusive tent with complimentary breakfast and treats for Sista Strut attendees who are battling or have survived breast cancer. The event will be hosted by REAL 93.1’s midday personality Big Sue. Music will be provided by DJ Z-Nyce of 98.9 Radio Now. Listeners can register for $15 by going to Real931.com or 989RadioNow.com.

Others sponsors for the event include Allstate Juan Gomes Agency, Jim Dandy’s Beauty Supply, Passport Health, North Lime Coffee & Donuts and Texas Roadhouse.

WHERE: Shawnee Park
4501 W Broadway
Louisville, KY 40211

WHEN: Saturday, October 19, 2019
8 a.m.

QUOTE: “As a leading media company, iHeartMedia Louisville is dedicated to serving our community,” said Earl Jones, Region President of iHeartMedia Kentucky-Indiana. “We want to use our resources to provide encouragement for survivors and battlers of this disease.”

iHeartMedia is the leading media outlet in the Louisville market with multiple platforms, including its broadcast stations; live events; data; and its digital businesses and platforms, including mobile, social and its own iHeartRadio, iHeartMedia’s free all-in-one digital music, podcasting and live streaming radio service – with more than 2 billion app downloads and more than 130 million registered users.
About iHeartMedia Louisville
iHeartMedia Louisville owns and operates WAMZ-FM, WHAS-AM, WKJK-AM, WNRW-FM, WLGX-FM, WKRD-AM, WTFX-FM and WQMF-FM and is part of iHeartMedia. iHeartMedia is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company’s leadership position in audio extends across multiple platforms including more than 850 live broadcast stations; streaming music, radio and on demand via its iHeartRadio digital service available across more than 250 platforms and 2,000 devices including smart speakers, digital auto dashes, tablets, wearables, smartphones, virtual assistants, TV and gaming consoles; through its influencers; social; branded iconic live music events; and podcasts as the #1 commercial podcast publisher globally. iHeartMedia also leads the audio industry in analytics and attribution technology for its marketing partners, using data from its massive consumer base. iHeartMedia is a division of iHeartMedia, Inc. (NASDAQ: IHRT). Visit [iHeartMedia.com](http://iHeartMedia.com) for more company information.

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