ENTERCOM TEAMS UP WITH DETROIT SPORTS PARTNERS FOR “VACCINATE MICHIGAN”

PHILADELPHIA, PA – February 22, 2021 – Entercom has teamed up with Detroit sports partners Detroit Lions, Tigers, Red Wings and Pistons to launch a new community initiative “Vaccinate Michigan.” As part of the campaign, 97.1 The Ticket (WXYT-FM), 99.5 WYCD (WYCD-FM), 104.3 WOMC (WOMC-FM), ALT 98.7 (WDZH-FM), and WWJ Newsradio 950 (WWJ-AM) are airing state-approved public service announcements about the COVID-19 vaccination and its availability for Michigan residents.

Aimed to support the importance of getting the COVID-19 vaccination and helping Michiganders feel comfortable with the vaccination process, “Vaccinate Michigan” announcements will be voiced by various Entercom Detroit on-air personalities, show hosts and news anchors, as well as some of the city’s key sports figures, including Tigers manager AJ Hinch, Tigers pitcher Matthew Boyd, Red Wings head coach Jeff Blashill, Lions head coach Dan Campbell, and Pistons head coach Dwane Casey.

“Our company and sports partners understand the importance of getting Michigan businesses open, as well as the need of our listeners and fans to get back to work and feel some sense of normalcy,” Debbie Kenyon, Senior Vice President and Market Manager, Entercom Detroit. “Radio serves as a crucial lifeline for the communities it serves and we’re proud to lend our influential voice in the community and our citywide footprint to deliver the important message of COVID-19 vaccinations to our listeners and fans.”

“We join our partners at Entercom, as well as the Pistons and Lions, in encouraging Detroiters and Michiganders to get vaccinated for COVID-19 when they are able to do so,” said Chris Granger, Group President, Sports & Entertainment, Ilitch Holdings, Inc. “Sports and entertainment create the unique opportunity to bring people and communities together. We look forward to safely welcoming our great Tigers and Red Wings fans back to Comerica Park and Little Caesars Arena as soon as possible.”

“The Detroit Lions are committed to doing everything we can to assist our community with getting vaccinated,” said Kelly Kozole, Senior Vice President of Business Development, Detroit Lions. “Partnering with Entercom and the other Detroit pro sports teams is a great opportunity to leverage our shared platforms to raise awareness on the importance of these vaccines. We are counting the days until we can cheer together in person again at Ford Field.”

“As COVID-19 vaccines become more readily available, we encourage everyone in Michigan to develop a plan for themselves and their families to get vaccinated and be protected,” said Mike Zavodsky, Chief Business Officer, Detroit Pistons. “In the meantime, remember to wear your mask and practice social distancing and we’ll all get through this together.”

In addition to the on-air announcements, listeners can participate in the campaign on social media using #vaccinatemichigan and #gettheshot.

CONTACT:
About Entercom Communications Corp.
Entercom Communications Corp. (NYSE: ETM) is the #1 creator of live, original local audio content in the U.S and the unrivaled leader in local radio sports and news. Home to the nation’s most influential collection of podcasts, digital and broadcast content, and premium live experiences, Entercom engages over 170 million consumers each month. Available on every device in every major U.S. market, the company delivers the industry’s most compelling live and on-demand content and experiences from voices and influencers its communities trust and love. Entercom’s robust portfolio of assets and integrated solutions offer advertisers today’s most engaged audiences through targeted reach, brand amplification and local activation—all at national scale. Learn more at www.entercom.com, Facebook and Twitter (@Entercom).

About the Detroit Red Wings
The Detroit Red Wings hockey club, an Original Six member of the National Hockey League and 11-time Stanley Cup Champion, was purchased by Mike and Marian Ilitch in 1982. Under Ilitch ownership, the team has won four Stanley Cup championships, six Presidents’ Trophies as the NHL’s regular season champion, and 16 division titles. Other Ilitch companies in the food, sports and entertainment industries include: Little Caesars Pizza, Blue Line Foodservice Distribution, the Detroit Tigers, Olympia Entertainment, Olympia Development of Michigan, Little Caesars Pizza Kit Fundraising Program, Ilitch Holdings, Inc., MotorCity Casino Hotel and Champion Foods. The Ilitch Companies also maintain a joint venture interest in 313 Presents. For more information, visit www.DetroitRedWings.com.

About the Detroit Tigers
The Detroit Tigers, Inc., a charter member of the American League in 1901, have won four World Series and 11 American League pennants. The Tigers play their home games at Comerica Park located within The District Detroit, one of the largest sports and entertainment developments in the country. For more information about the Tigers and the Ilitch Companies visit Tigers.com, DistrictDetroit.com and IlitchCompanies.com.

About Detroit Lions
The Detroit Lions are a professional American football team based in Detroit, Michigan. They are members of the North Division of the National Football Conference (NFC) in the National Football League (NFL), and play their home games at Ford Field in downtown Detroit. The team
located to Detroit in 1934 and is the National Football League’s fifth-oldest franchise. The Detroit Lions most recently made the NFL playoffs in 2016, when they finished with a 9-7 record.

About Detroit Pistons
Since their arrival in 1957, the Detroit Pistons have become one of the most storied franchises in the NBA. With over 2,300 regular-season and playoff victories, the club has celebrated three NBA Championships (1989, 1990, 2004), five NBA Finals appearances (1988, 1989, 1990, 2004, 2005) and 11 Eastern Conference Finals appearances. In October 2019, the club opened the new Henry Ford Detroit Pistons Performance Center located in the New Center area, a campus that serves as the organization’s practice facility and corporate headquarters. Since its purchase by Michigan native Tom Gores in 2011, the organization has focused on operating as a community asset while promoting a culture of innovation and industry-leading thought.

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