For Immediate Release

Peoria’s CT 99.9 To Host Rik & Roxy Play It For The Kids to benefit The Heller Center for Kids with Cancer

Peoria, IL December 11, 2020 – Peoria’s CT 99.9 will be hosting a very special event benefitting The Heller Center for Kids with Cancer. Rik & Roxy Play It For The Kids will take place on Friday, December 18, 2020 from 6AM – 7 PM CST.

Morning Show hosts Rik Blade and Roxy Baker will be raising money by playing any song a listener requests for a donation to The Heller Center for Kids with Cancer. Minimum donations are $10 for one song, and $25 for three songs. A donation of $50 will get a listener a Fast Pass that will get their song played within 15-minutes of a certain time. Requests and donations can be made through wwctfm.com starting today.

“The premise is, a listener can request any song, even if it is not on our regular playlist, and we’ll play it when they donate through wwctfm.com,” said Baker. “We can be playing Imagine Dragons one minute, then follow that with Taylor Swift, then follow that with The Cars, ...you get the idea of how this is going to work. We don’t know where it’s going to go but it will make for a very interesting and fun day of listening to the radio!”

One hundred percent of the funds raised through this event will go directly to The Heller Center for Kids with Cancer whose mission is to help local children and families live a life beyond cancer. The Heller Center for Kids with Cancer offers a unique combination of programs that complement the medical care provided at OSF HealthCare Children’s Hospital of Illinois. Today, over 80% of kids survive their cancer diagnosis. But they deserve more than survivorship; they deserve to thrive. The Center supports the entire family, helping patients, parents and siblings face the obstacles and trauma a cancer diagnosis creates. It provides critical, non-medical non-treatment related, medical and support programs and services support services through professionals such as a dietitian, exercise physiologist, psychotherapists and education liaison that are able to assess and support the children by helping them complete their education, develop coping skills, and grow into adulthood.

“We are extremely excited about this event and our ability to help The Heller Center for Kids with Cancer in raising funds and awareness for the Center’s mission and programs,” adds Blade. “We couldn’t make this all possible without the support of our event sponsors, Mike Miller Auto Park and Jones Brothers Jewelers, along with additional support from OSF HealthCare Children’s Hospital of Illinois, Illinois American Water, Curvology, Mackinaw Valley Vineyard, Great Harvest Bread Co., Bones Burgers, Relics, and Morton Gameball Run.”

ABOUT Heller Center for Kids with Cancer
The Heller Center for Kids with Cancer was created to help local kids and families live life beyond cancer. Unable to watch children and families struggle with a cancer diagnosis, treatment and survival; in 2016, John and Annette Heller generously donated $1 million, to establish the Center with the purpose of helping patients thrive beyond their disease.

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The Heller Center for Kids with Cancer provides critical, non-treatment related, medical and support programs and services, to help oncology patients live life beyond a cancer diagnosis. Heller Center programming is aligned with the comprehensive list of nationally adopted Standards of Psychosocial Care of Children with Cancer. Although each program addresses individual standards of care, the unique design of The Heller Center provides an integrated care model that aims to improve the patient care experience.

ABOUT Advanced Media Partners
Advanced Media Partners is the only locally owned broadcast group in Central Illinois. The company owns and operates 3 radio stations in the Peoria market: 98.5 KISS FM, CT 99.9 (WWCT), and 101.1 ESPN Peoria. To learn more, please visit www.ampillinois.com.

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