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Boston SportsRadio WEEI Named Official Radio Partner for the 2013 Pan-Mass Challenge

BOSTON (August 1, 2013) – **93.7FM WEEI** is the official radio partner for the 2013 Pan-Mass Challenge (PMC), which will take place on August 3 and 4, and the PMC Kids Rides program. As the official radio partner, the station supports the PMC throughout the year and leading up to the event via website, on-air and e-newsletter promotion. WEEI is part of Entercom New England, made up of four stations, which also air public service announcements from December through the summer to bring awareness to the PMC.

WEEI will help recognize and celebrate this year's event with a live broadcast of the [Salk & Holley](#) show on Friday, August 2 from 2:00 – 6:00 p.m. from the PMC's opening ceremonies at the Sturbridge Host Hotel in Sturbridge, Mass.

Billy Starr, Founder and Executive Director of the Pan-Mass Challenge said, "Entercom and WEEI have both been fabulous friends and partners. They have ensured that the PMC message is heard – and understood – far, wide and often."

"I am proud to continue Entercom's support of the Pan-Mass Challenge and we are also proud to be raising additional money through our dedicated team of riders and Virtual Riders," said Jeff Brown, VP/Market Manager Entercom Boston, who will be riding in this year's PMC. "Our own Gerry Callahan will be taking part in his sixth ride and it is such an honor, both for WEEI and for all of us at Entercom Boston, to be a part of this dynamic cause and help the dedicated Dana-Farber doctors and researchers discover cures for cancer."

The Pan-Massachusetts Challenge is the most successful athletic fundraising event in the nation, annually raising and contributing more money to charity than any other. Since its 1980 inception, the PMC has generated \$375 million for cancer research and treatment at Dana-Farber Cancer Institute. It is also among the most efficient; 100 percent of every rider-raised dollar goes directly to the Jimmy Fund. A fully supported bike-a-thon — with food and water stops, mechanical and medical assistance, luggage transportation, and lodging — that runs through 46 towns across Massachusetts. Approximately 5,500 cyclists will ride in the event on August 3 and 4 with the collective goal of raising \$38 million. Cyclists choose from 11 routes of varying mileage designed to cater to all levels of cycling

strength and fundraising ability. There are six two-day routes that range from 153 to 190 miles and five one-day rides that range from 25 to 110 miles.

About Entercom

[Entercom Communications Corp. \(NYSE: ETM\)](#), led by [President and CEO David Field](#), is one of the largest radio broadcasting companies in the United States, with a nationwide portfolio of over 100 stations in 23 markets, including San Francisco, Boston, Seattle, Denver, Portland, Sacramento and Kansas City.

Known for developing unique and highly successful locally programmed stations, Entercom is home to some of radio's most distinguished brands and compelling personalities. The company also is the radio broadcast partner of the Boston Red Sox, Boston Celtics, Buffalo Bills, Buffalo Sabres, Kansas City Royals, Memphis Grizzlies, New Orleans Saints, New Orleans Pelicans, Oakland Athletics, Oakland Raiders and San Jose Sharks.

Entercom focuses on creating effective multi-platform marketing solutions for its customers, incorporating the company's audio, digital and experiential assets. Additionally, the company has a long-standing commitment to responsible corporate citizenship and environmental stewardship. Entercom stations play a vital, hands-on role in improving their communities, providing over \$100 million in annual support for local charitable organizations.

The company's radio stations have received numerous awards, including multiple Edward R. Murrow Awards for excellence in broadcast journalism, as well as the National Association of Broadcasters (NAB) Marconi Award for excellence in radio broadcasting. In 2012, Entercom was named by Information Week as one of the Top 500 Technology Innovators in the United States.

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About the Pan-Massachusetts Challenge:

The Pan-Massachusetts Challenge is an annual bike-a-thon and a pioneer of the athletic fundraising industry that today raises more money for charity than any other single event in the country. The organization was founded in 1980 and has since raised \$375 million for cancer research and treatment at Dana-Farber Cancer Institute through its Jimmy Fund. The PMC is a model of fundraising efficiency. The PMC donates 100 percent of every rider-raised dollar directly to the cause. In 2012, the PMC generated 60 percent of the Jimmy Fund's annual revenue and it was Dana-Farber's single largest contributor. Over 230,000 individual contributions were made to last year's fundraising campaign. In 2013, PMC cyclists will ride with the goal of raising \$38 million for Dana-Farber. For more information or to register to ride, visit www.pmc.org.

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