



For Immediate Release  
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## WEEI Launched the 12<sup>th</sup> Annual Jimmy Fund Radio-Telethon at 6 a.m. this Morning

**Boston, MA** — This morning at 6 a.m. on the Dennis and Callahan show, WEEI Sports Radio 93.7 FM launched its 12th Annual WEEI/NESN Jimmy Fund Radio-Telethon in partnership with The Boston Red Sox and NESN (New England Sports Network). The telethon will take place at Fenway Park today and tomorrow from 6 a.m. to midnight.

The emotional two-day event has become one of the Jimmy Fund's biggest annual fundraisers. In 2012, the Radio-Telethon raised more than \$3.4 million, bringing the eleven-year total to more than \$31 million.

"We are blessed to play a role in the amazing team at the Dana Farber Cancer Institute as they stand up to cancer. These two days are the most fulfilling and wonderful days of the year for the entire WEEI and Entercom Boston family. The people of New England prove the power of radio through their amazing generosity year after year in support of such a great cause," said Jeff Brown, VP/Market Manager at Entercom Boston.

For current information and photos on the Jimmy Fund Radio-Telethon, click the link below. During the next two days, compelling content will be routinely posted and a running total of the amount raised will be charted.

<http://www.weei.com/promotional/jimmy-fund>

Photos: <http://www.weei.com/promotional/jimmy-fund/gallery/jimmy-2013>

This year's 36-hour WEEI/NESN Jimmy Fund Radio-Telethon will feature touching, compelling stories from Dana-Farber patients, doctors and nurses, as well as guest commentary from sports and entertainment celebrities, including Major League Baseball Commissioner Bud Selig, Red Sox owners John Henry and Tom Werner, Red Sox President and CEO Larry Lucchino, and numerous Red Sox players, including 2013 Jimmy Fund co-captain and Red Sox catcher Jarrod Saltalamacchia.

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### **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, 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 that incorporate 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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