“WTMJ Cares” Raises $54,758 to Fund WTMJ Honor Flights for Local Veterans

Milwaukee – WTMJ Cares “Game Night for Stars and Stripes Honor Flight” raised a total of $54,758 to fund WTMJ Honor Flights for 150 Veterans to see their memorial in Washington, D.C. The unique partnership with the Milwaukee Bucks featured a pre-game party at historic Turner Hall where guests met Vietnam Veterans. After the party, the group enjoyed the Bucks game against the Washington Wizards.

The event was the finale of a three-week on-air campaign led by WTMJ Radio Afternoon Host, John Mercure. Mercure’s “WTMJ Cares” fundraising project told stories of the service of Vietnam Veterans in the area. To complete the fundraising, WTMJ held a radiothon where WTMJ listeners donated $32,758 in three hours.

“WTMJ’s listeners are second to none - Their generosity is remarkable” said vice president and general manager of WTMJ and WKTI, Tom Langmyer. “The WTMJ Cares campaign led by John Mercure is another example of how live, local radio impacts people and a community.”

“It’s a privilege to tell the stories of our Vietnam Veterans. Their service is often overlooked when compared to other conflicts in our history,” said WTMJ afternoon host John Mercure. “An Honor Flight will give these brave Veterans the respect and homecoming they deserve. We couldn’t have done it without the support of our listeners – they never cease to amaze me.”

The “WTMJ Cares: Game Night for Stars and Stripes Honor Flight” was held on Tuesday, February 27. Tickets to the event were $100. The “Game Night Overtime” radiothon fundraiser was held on Wednesday, February 28. Both events were sponsored by First Bank Financial Centre, Outdoor Living Unlimited, Kaerek Homes, All American Window and Door and Tabak Law.

About WTMJ
WTMJ is Milwaukee’s heritage radio station. Serving the state of Wisconsin with its 50,000-watt 620 AM signal, in Milwaukee at 103.3 FM and leading radio website, WTMJ.com. WTMJ is the winner of radio’s highest honor, The National Association of Broadcasters’ 2014 Marconi Radio Award as “Station of the Year.” The station was also recently awarded “2016 Station of the Year” and “2016 News Operation of the Year” by the Wisconsin Broadcasters Association.

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Scripps National Spelling Bee. Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

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