



For Immediate Release
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THIRD-ANNUAL PINK RIBBON CHALLENGESM BREAKS ALL RECORDS

Radio Listeners "Click for the Cause," Fund 621 Mammograms

DALLAS - Thousands of radio listeners from across the country showed their determination in the fight against breast cancer and made this year's Pink Ribbon ChallengeSM the most-successful ever!

"The generosity of our listeners and the outpouring of support from all our partners were simply amazing," said Janelle Hail, a breast-cancer survivor and founder of the National Breast Cancer Foundation (NBCF). "The Challenge just seems to get stronger each year and we're already looking forward to setting new records in 2006!"

The Pink Ribbon ChallengeSM is unlike any other fundraising effort. Listeners pledge by visiting their favorite radio station's website each day during October and clicking on the Pink Ribbon banner. That sends them to The Breast Cancer Site where another click on the "Fund Free Mammograms" button translates into monetary contributions from corporate sponsors. All proceeds go to fund mammography programs in hospitals, missions and mobile units around the nation.

"Every day for 30 days we had almost 3,000 Community 104 members click on the Pink Ribbon link to show their support," said Mat Weig, marketing director for KBIG Los Angeles. "Their passion really made a difference."

KBIG was one of nearly 100 radio stations to pledge their support and help provide mammograms for under-insured and under-served women across the country. They were joined by broadcasting heavyweights TM Century and Westwood One, and syndicated shows such as Crook & Chase, Bob & Sherri, Chick Chat and Jim Brickman.

Noted celebrities such as Heart's Ann and Nancy Wilson, Martina McBride and many others also took part and helped generate excitement by voicing public service announcements urging listeners to take up the Challenge. Not to be outdone, many of the NBCF's radio partners dreamed up some inventive and highly effective promotional efforts all their own.

"Our morning show producer Wal-Mart Jeff dressed up entirely in pink and waved to listeners for three hours perched atop our 60-foot billboard on I-84," said Dawn Bucalo, promotions director for WKSS in Hartford, CT. "We had amazing feedback from it and we're really looking forward to next year's Challenge."

The NBCF sends its heartfelt thanks to everyone involved in this year's effort including its radio and broadcast partners; the dozens of celebrities who lent their time and talent; the Challenge's fundraising hub, The Breast Cancer Site, and most especially, the thousands of loyal listeners who "clicked for the cause."

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