99.5 THE RIVER’S PAY LESS FOR THE DRESS EVENT TO BENEFIT BERNARD & MILLIE DUKER CHILDREN’S HOSPITAL & THE PROCTORS SCHOLARSHIP FUND

WHAT: 99.5 The River, Albany’s radio station playing Today’s Variety, will host the fifth annual Pay Less for the Dress, a fundraiser to benefit Bernard & Millie Duker Children’s Hospital at Albany Medical Center, the only state-of-the-art facility that provides comprehensive care for children in northeastern New York and western New England, and the Proctors Scholarship Fund, a program which gives students the opportunity to expand their horizons and imaginations through live performances, films, television and media training, artists in residence and summer camps.

In partnership with Best Cleaners and State Employees Federal Credit Union (SEFCU), the 99.5 The River team collects gently used or new dresses throughout the year. Best Cleaners dry cleans all donated dresses, which will be sold at the Pay Less for the Dress event.

99.5 The River’s on-air personalities Kevin & Tracy in the Morning, and Randy McCartney will host the event. Last year, Pay Less for the Dress raised over $4,800 to benefit Bernard & Millie Duker Children’s Hospital at Albany Medical Center and the Proctors Scholarship Fund.

Tickets to the event were purchased for $5, and dresses are being sold for $9.95 so participants can acquire an affordable dress for the prom.

WHEN: Friday, March 22, 2019
4 p.m. – 9 p.m. (Event is sold out)

WHERE: Proctors
432 State Street
Schenectady, NY 12305

99.5 The River is the leading media outlet in the Albany market with multiple platforms, including its broadcast station; live events; data; and its digital businesses and platforms, including mobile, social and its own iHeartRadio, iHeartMedia’s free all-in-one digital music, podcasting and live streaming radio service – with more than 2 billion app downloads and 125 million registered users.

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About iHeartMedia Albany
iHeartMedia Albany owns and operates WGY AM/FM, WPYX-FM, WRVE-FM, WOFX-AM, WTRY-FM, W260CH, WKKF-FM and is part of iHeartMedia. iHeartMedia is the number one audio company in the United States, reaching nine out of 10 Americans every month – and with
its quarter of a billion monthly listeners, has a greater reach than any other media company in the U.S. The company’s leadership position in audio extends across multiple platforms including 850 live broadcast stations; streaming music, radio and on demand via its iHeartRadio digital service available across more than 250 platforms and 2,000 devices including smart speakers, digital auto dashes, tablets, wearables, smartphones, virtual assistants, TVs and gaming consoles; through its influencers; social; branded iconic live music events; and podcasts as the #1 commercial podcast publisher globally. iHeartMedia also leads the audio industry in analytics and attribution technology for its marketing partners, using data from its massive consumer base. iHeartMedia is a division of iHeartMedia, Inc. (PINK: IHRTQ). Visit iHeartMedia.com for more company information.

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