

IHEARTMEDIA MILWAUKEE'S 95.7 BIG FM'S ANNUAL WISH-A-THON RAISES OVER \$250,000 TO BENEFIT MAKE-A-WISH WISCONSIN

Milwaukee, WI – December 19, 2018 – iHeartMedia Milwaukee's 95.7 BIG FM, Milwaukee's Christmas Music Station, announced today that its 10th annual *Wish-A-Thon*, a two-day on-air fundraiser to benefit Make-A-Wish Wisconsin, raised over \$250,000.

The *Wish-A-Thon* took place on Thursday, December 13 and Friday, December 14, 2018 from 6 am to 6 pm each day and featured 95.7 BIG FM's on-air personalities Dave Murphy and Meg McKenzie who encouraged listeners to donate on-air and online.

"We're so proud of Murphy, Meg and the entire 95.7 BIG FM team, as well as our wonderful partners at Make-A-Wish for another incredible *Wish-A-Thon*," said Brett Andrews, Program Director for 95.7 BIG FM. "This year, we combined our on-air, digital and social media assets to raise money for these amazing children and their families."

Over the last ten years, 95.7 BIG FM has raised over \$1.5 million to benefit Make-A-Wish Wisconsin. Since its inception in 1984, Make-A-Wish Wisconsin has granted wishes to over 6,500 children and their families throughout the state.

95.7 BIG FM is the leading media outlet in the Milwaukee 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 121 million registered users.

About iHeartMedia Milwaukee:

iHeartMedia Milwaukee owns and operates WRIT-FM; WISN-AM; WMIL-FM; WKKV-FM; WRNW-FM and WOKY-AM, 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).

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