



ALPHAMEDIA  
ON-AIR, ON-SITE, ON-DEMAND

# PRESS RELEASE

Contact: Madeline Webb | madeline.webb@alphamediausa.com

## 95 WIIL Rock Raises Funds for the St. Baldrick's Foundation

**March 16, 2021** – Alpha Media, Waukegan/Kenosha-Crystal Lake is proud to announce that 95 WIIL Rock Morning Show Host Tom Kief of the Tom & Emily Morning Show raised \$15,845 to help the St. Baldrick's Foundation in the fight against childhood cancer this year.



Tom is the WIIL Rock annual "shavee" for this amazing cause. The fundraising event was quite different this year due to the pandemic, but even in a virtual setting it was still a solid effort! In 2020 the 95 WIIL Rock team was ranked 39th in the country out of 3,761 teams in funds raised for St. Baldrick's.

Kief commented, "My bald head was ranked 47th out of 32,839 shavees in the country in 2020. The annual event we attend at Kenosha, Wisconsin's World Famous Brat Stop is consistently one of the biggest Baldrick's events in the entire country. So when we found out that the 2021 event was being canceled because of COVID-19 we knew we had to do something to help. We put together our own virtual event and were able to raise \$15,845 to help in the fight against childhood cancer."

Even during this pandemic, the WIIL Rock team found a way to outperform with fundraising efforts and put smiles on so many faces. The St. Baldrick's Foundation is a volunteer and donor powered charity committed to supporting the most promising research to find cures for childhood cancers and give survivors long and healthy lives.

*Alpha Media is a diverse, multimedia company that owns or operates over 200 live broadcast radio stations serving 44 markets across the United States. In addition to our over-the-air broadcasts, Alpha audio products can be heard across multiple platforms, including all major smart devices. Strong relationships with our listeners and clients in the communities where we live and work keep Alpha Media true to its local-first heritage. [www.alphamediausa.com](http://www.alphamediausa.com).*

###