



February 18, 2009

FOR IMMEDIATE RELEASE

LONGEST RUNNING LOCAL TELETHON TO CONTINUE TRADITION

Headliners with Local Ties to Host

The longest continuous-running local telethon on the same television station in the United States will continue its yearly tradition and air live on WBAY-TV2 Saturday, March 7 and Sunday, March 8. National entertainers with close ties to Northeast Wisconsin, Dan Riley and David Seering, will co-host, entertain and ask the people of Northeast Wisconsin to unite in support of Cerebral Palsy, Inc. (CP). CP, a Northeast Wisconsin non-profit organization based out of Green Bay, will air its 55th Annual CP Telethon live from WBAY-TV2's studio. The entertainment features hosts Riley and Seering; the creative entertainment troupe Let Me Be Frank Productions; the versatile Lovell Ives Orchestra; Wisconsin native, the beautiful and talented Jenny Thiel; and your favorite WBAY-TV2 on-air personalities. Special guests appearing throughout the two-day event include Green Bay Packers president Mark Murphy; Green Bay Mayor Jim Schmitt; the 5th grade class from Southern Door; and many others.

In addition to the entertainment and to assist with production of the show, hundreds of dedicated volunteers will help make the event a success. Some will answer phones, give cues, organize acts, check in volunteers or provide security, but they all come together for the same purpose, to ensure that CP can continue to offer the needed services they provide in Northeast Wisconsin. CP Development Director, Deborah Mertens said, "We really couldn't do it without our volunteers. I only wish we could find a way to truly thank them for all they do."

Cerebral Palsy, Inc., a non-profit organization, has been serving Northeast Wisconsin for over 55 years. The agency provides adult and pediatric therapies, assistive technology, aquatic exercise, inclusive childcare, adult day services, vocational services and outreach services to people of all ages. For more information about Cerebral Palsy, Inc. visit www.cp-center.org or call 920-337-1122.

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Media Contact:
Claire Williams
Cerebral Palsy Inc.
920-337-1121 x1257

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