



March 9, 2009

## FOR IMMEDIATE RELEASE ##

## NORTHEAST WISCONSIN BRINGS CARING TO LIFE

### *Annual CP Telethon Reaches Goal*

Individuals, companies and organizations in Northeast Wisconsin came together in support of Cerebral Palsy, Inc. (CP) during the 55<sup>th</sup> Annual CP Telethon, a two-day event that aired live on WBAY-TV2 on March 7 and March 8, 2009. Thousands of donors throughout Northeast Wisconsin called in pledges during the telethon, helping CP reach their \$1,000,000 goal. The annual telethon is the longest continuous-running local telethon on the same television station in the United States and is held the first full weekend of March each year. At six o'clock Sunday, March 8 when the show went off the air, the final tote board read \$1,019,873.

Also on site at the Telethon, making the event a success, were the show's hosts, Dan Riley and David Seering; entertainers, Let Me Be Frank Productions, Jenny Thiel, and the Lovell Ives Orchestra; WBAY-TV2's on-air personalities and behind the scenes staff; many special guests, including Green Bay Packers president and CEO Mark Murphy, and Green Bay Mayor Jim Schmitt; and hundreds of volunteers that reached out to assist with answering phones, giving cues, organizing check presentations, checking in volunteers and providing security.

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](http://www.cp-center.org) or call 920-337-1122.

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### Media Contact:

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55<sup>th</sup> Annual CP Telethon • Saturday, March 7, 2009: 8pm - Midnight & Sunday, March 8, 2009: 7am - 6pm • WBAY-TV2

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