

NEWS RELEASE

For Immediate Release



CBS CHICAGO DAY OF GIVING RAISES MORE THAN \$1.1 MILLION FOR THE AMERICAN RED CROSS OF GREATER CHICAGO

Chicago, Illinois – December 7, 2016 - CBS Chicago - which includes local television and radio - joined forces with the American Red Cross of Greater Chicago on Tuesday, November 29th and collected \$1,119,198.25 for victims of local disasters to support the organization's humanitarian services and programs. CBS 2, together with its 7 sister radio stations, dedicated a large portion of its programming to the 14-hour *Day of Giving*. Additionally, CBS 2 and the Red Cross worked with the Chicago Fire Department to give away hundreds of carbon monoxide alarms at Engine 84 at 21 W. 59th Street, which serves Englewood, one of the city's community areas most-at-risk for home fires.

"For the 5th consecutive year, we were proud to shine a light on the great and important work that our Red Cross performs," Marty Wilke, CBS 2 President and GM, said. "The dollars donated to the Red Cross on Giving Tuesday - an event that is celebrated globally as a day to support charities and non-profit organizations - will go a long way in their efforts to provide food, shelter and comfort to the 1,400 local families who are expected to fall victim to carbon monoxide poisoning and home fires this holiday season and next year."

The live telethon/radiothon - **CBS Chicago Cares: Day of Giving** - began at 5:00AM and continued until 7:00PM. CBS 2 promoted the fundraiser during its regularly scheduled newscasts: 4:30-7AM, 11AM, 5PM and 6PM; CBS RADIO station K-Hits, broadcasted live from 5-10AM and B-96 broadcasted live from 2-7PM. Newsradio 780 & 105.9FM, 670 The Score, 93XRT and US99.5 supported the effort with live reporter call-ins and news coverage, sports updates, and personalities answering phones throughout the day.

"We are so proud that our CBS RADIO Chicago brands partnered with CBS 2 to support the efforts of the American Red Cross," said Tim Pohlman, Senior Vice President & Market Manager, CBS RADIO Chicago. "This event truly demonstrates the generosity of our listeners and station talent. Thank you to everyone who donated their time and money to this worthwhile cause."

The *Day of Giving* was supported by dozens of volunteers who participated at both the CBS studio downtown and at the fire station on the South Side. Volunteers gave away more than 200 carbon monoxide detectors donated by First Alert and showed residents how to perform hands-only CPR at the fire station. At the CBS studio, they handed out hot beverages to passersby on the street and accepted donations over the phone.

“We are so grateful to everyone who supported us on Giving Tuesday. Our CBS television and radio partners helped educate the community about emergency preparedness, CPR and first aid, the need for blood collection, how we help military members and their families, in addition to our local programs that support the local refugee population. Many thanks to our volunteers who lent a helping hand from sunup to sundown, giving away home safety equipment and taking phone calls from generous donors. The funds raised will make a big difference in the lives of the people we serve,” said Celena Roldán, CEO American Red Cross of Chicago & Northern Illinois.

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