



FOR IMMEDIATE RELEASE

WGN RADIO LAUNCHES NEEDIEST KIDS FUND 2014 SPRING CAMPAIGN
Fund will focus on youth hunger and education

CHICAGO, March 27, 2014— WGN Radio and the Robert R. McCormick Foundation announced today that Tuesday, April 1st will mark the launch of the 2014 Spring Campaign, a campaign of the WGN Neediest Kids Fund, a McCormick Foundation Fund. The campaign will support nonprofit agencies raising money to help at-risk youth gain access to year-round education programs and nutritious meals.

What started as a holiday toy drive by legendary host Wally Phillips in 1969, the WGN Radio Neediest Kids Fund has grown to help at-risk kids stay in school, eat healthy and prepare for their future. Since inception, over \$19.2 million has been granted through the WGN Radio Neediest Kids Fund.

The McCormick Foundation will match all gifts raised at 50 cents on the dollar. All administrative costs are paid by the Foundation and WGN Radio, allowing 100 percent of all funds raised, including the match, to be granted directly to nonprofit organizations helping underserved children reach their full potential. The campaign runs through June 30, 2014.

There are three ways to donate:

1. Online: wgnradio.com/neediestkidsfund
2. Call the toll-free phone number: **1.800.516.8703**
3. Mail a check payable to:

WGN Radio Neediest Kids Fund
23912 Network Place
Chicago, IL 60673-1239

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Robert R. McCormick Foundation is committed to fostering communities of educated, informed and engaged citizens. Through philanthropic programs, Cantigny Park and museums, the Foundation helps develop citizen leaders and works to make life better in our communities. The McCormick Foundation has conducted multiple disaster relief campaigns for the September 11th Attacks, Hurricane Katrina, southern California wildfires, 2008 Midwest flooding and, most recently, Hurricane Sandy. The Foundation has a tested process in place to ensure quick relief, which is vital after disaster situations. To learn more about the McCormick Foundation visit www.McCormickFoundation.org.

WGN Radio 720, the 2013 IBA Chicago Market Station of the Year, has been dedicated for 89 years to being the #1 source of Chicagoland news, information, entertainment and sports. WGN Radio is the official broadcaster of the Chicago Cubs, the Chicago Blackhawks and Northwestern University. Along with its 50,000 watt signal that covers Chicago and the Midwest, listen online at wgnradio.com, on your WGN Radio smartphone app, iHeartRadio or TuneIn – details at www.wgnradio.com/listen. Find us on Facebook at www.facebook.com/wgnradio and follow us on Twitter [@WGNRadio](https://twitter.com/WGNRadio).

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