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7th annual WEEI/NESN Jimmy Fund Radio-Telethon
Two day broadcast from Fenway Park to help strike out cancer

BOSTON – (July 16, 2008) Help strike out cancer by tuning in to WEEI 850-AM Sports Radio and New England Sports Network (NESN) on Aug. 14 and 15, for the 7th annual WEEI/NESN Jimmy Fund Radio-Telethon. The two-day event will feature compelling stories, celebrity guests, sports panels, and emotional ceremonies. Listeners and viewers will be able to make a gift online or by phone to help raise funds to support adult and pediatric cancer research and care at Dana-Farber Cancer Institute.

WEEI and NESN will begin 36 hours of programming on Thursday, Aug. 14, at 6 a.m. from Fenway Park, and continue through the Red Sox game against the Texas Rangers until midnight. The broadcast will resume Friday morning, Aug. 15, at 6 a.m. until midnight, including the Red Sox game against the Toronto Blue Jays. The two-day lineup is packed with patient interviews and expert information from Dana-Farber researchers and doctors. The WEEI portion of the Radio-Telethon is sponsored by BNY Mellon Wealth Management.

Sports enthusiasts will be able to enjoy unique experiences at Fenway Park during the event. On Thursday, WEEI's John Dennis and NESN's Tom Caron will host Trophy Talk, a luncheon at which Bruins legend Ray Bourque and Sox pitcher Curt Schilling are slated to appear. On Friday, Red Sox announcers Joe Castiglione of WEEI and NESN's Don Orsillo will moderate Sit Down with the Sox, a luncheon featuring a panel discussion with current Red Sox players. Tickets are \$75 per person for each lunch.

"The radio-telethon has truly become a signature event in Boston," says Jason Wolfe, VP of AM Programming for Entercom New England. "The strength and courage of the patients our listeners hear from is incredibly motivating, and their stories send a clear message about why it is so important for everyone to participate. Dana-Farber doctors are making substantial progress every year and we're proud to play a role in their continued success."

"NESN is proud to support the great work that is done every day at the Jimmy Fund," said Sean McGrail, NESN President. "No other event on our broadcast calendar is as important, or has as

much of an impact on as many people as this event. We are honored to help support the life saving work of this incredible group of people.”

As part of the Radio-Telethon there will be special opening ceremonies at both Red Sox games. On Thursday, Dave McGillivray, Boston Marathon Race Director, will be honored for the 30th anniversary of his cross country run. He will lace up his sneakers that morning to run the Boston Marathon course forward and back, and then finish at Fenway Park, as he did 30 years ago. He'll collect contributions along the route to benefit the Jimmy Fund.

The goal of the 2008 WEEI/NESN Jimmy Fund Radio-Telethon is to raise \$4 million. Last year's event raised a record \$3.74 million, with contributions coming in from every state and from nations as far away as Singapore, Iceland, Ireland, and Japan.

“WEEI and NESN have such loyal listeners who support the Jimmy Fund,” says Jimmy Fund Chairman and 1967 Red Sox second baseman Mike Andrews. “With their support, and the help of WEEI and NESN, the Jimmy Fund and Dana-Farber are working towards a day when we will conquer cancer for good.”

To help strike out cancer during the WEEI/NESN Jimmy Fund Radio-Telethon, call 877-738-1234 toll free. For more information, to purchase tickets, or to contribute online, go to www.jimmyfundradiotelethon.org.

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Jimmy Fund

Founded in 1948, the Jimmy Fund has been an official charity of the Boston Red Sox since 1953. It supports the fight against cancer at Boston's Dana-Farber Cancer Institute, which is a leading cancer research and care center for adults and children. Unrestricted support from the Jimmy Fund is an integral part of Mission Possible: The Dana-Farber Campaign to Conquer Cancer, a \$1 billion capital campaign to accelerate cancer research, speed development of life-saving therapies, and expand the Institute's signature patient- and family-centered care.

Entercom

Entercom is one of the nation's largest radio broadcasters with operations, pro forma for pending acquisitions, in San Francisco, Boston, Seattle, Denver, Sacramento, Cincinnati, Portland, Kansas City, Indianapolis, Milwaukee, Austin, Norfolk, Buffalo, New Orleans, Providence, Memphis, Greensboro, Rochester, Greenville/Spartanburg, Madison, Wichita, Wilkes-Barre/Scranton, Springfield and Gainesville/Ocala.

NESN

NESN is owned by the Boston Red Sox and Boston Bruins and delivered to over 4 million homes throughout the six-state New England region and nationally via DirecTV and Dish Network. The definitive source for New England sports programming, NESN is the top rated regional sports network in the country delivering award winning Red Sox and Bruins coverage, a popular sports news and highlights program NESN SportsDesk and a unique sports debate and discussion show The Globe 10.0. NESN is also the first regional sports network in the country to originate every game and studio show in high definition.