

# United Way of Tompkins County

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FOR IMMEDIATE RELEASE

## **Lite Rock 97.3's Mornings with Dave & Jen Dedicate 13-Hour Radiothon to Local United Way**

On Friday, March 1<sup>st</sup>, Lite Rock 97.3's "Mornings with Dave & Jen" will be running long past morning hours, hosting the 13-hour Wine & Dine Radiothon. Each hour from 6am until 7pm, a package will be auctioned featuring local wineries, breweries and restaurants. All proceeds benefit over 100 local human services programs through the United Way of Tompkins County.

Packages can be viewed at ([www.literock973.com](http://www.literock973.com)). To bid during Wine & Dine 2019, call Cayuga Radio Group at (607) 539-2000.

For added fun, songs and shout-outs are being awarded to donors to play during the event. This initiative entitled "Songs for Good" allows listeners to send a 30-second message shout out or advertisement for their business and select a song to be played. Dave Ashton from "Mornings with Dave & Jen" is excited to see what songs people will choose to play. He explains, "the 'Songs for Good' concept fits perfectly with what we do as a music-driven radio station."

Those interested in submitting a "Song for Good" can do so by visiting [www.uwtc.org/WineDine](http://www.uwtc.org/WineDine) or calling United Way of Tompkins County at (607) 500-GIVE.

A Cayuga Radio Group event, the Wine & Dine Radiothon was previously hosted via WHCU, but has been adopted by Lite Rock 97.3 FM in 2019. Dave & Jen of Lite Rock 97.3 decided to host the annual event as part of their involvement as Honorary Campaign Co-Chairs of the local United Way campaign. Ashton shares: "One of our biggest missions (at Cayuga Radio Group) is giveback to our community which gives so much to us by welcoming us into their lives every day."

United Way's 2018-19 campaign officially ends March 31<sup>st</sup> and enters the Wine & Dine with about \$240,000 left to raise. Ashton states they're invested to do whatever it takes with the radiothon to make sure needs are met in the community.

Wine & Dine is just one of the ways residents can help essential needs in health, education and financial stability for their neighbors: please see United Way of Tompkins County's website at [uwtc.org](http://uwtc.org) for more event and giving information.

### Auction packages by hour:

6AM – Argos Warehouse / Ithaca Beer Company  
7AM – Mahogany Grill / Shepherdess Cellars  
8 AM – Crystal Lake Café / Americana Vineyards  
9 AM – Kilpatrick's Publick House / Wagner Vine  
10 AM – Mix / Wagner Valley Brewing Company  
11 AM – Gola Osteria / Buttonwood Grove Winery  
12 PM – Monks on the Commons / Six Mile Creek  
1 PM – Aladdin's Natural Eatery / Hosmer Winery  
2 PM – Texas Roadhouse / Treleven

3 PM – Coltivare / Lakewood Vineyards

4 PM – Stella's Barn / Heron Hill Winery

5 PM – John Thomas Steakhouse / Triphammer Wines & Spirits

6 PM – Inn at Taughannock / Lake Drum Brewing

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