



PRESS RELEASE



Citadel Broadcasting Providence 1502 Wampanoag Trail - East Providence, RI 02915

For Immediate Release:

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WWKX - HOT 106 PARTNERS WITH MAYOR CICILLINE FOR HIGH SCHOOL CONCERT STARRING BOW WOW

East Providence, RI – After receiving more than a 650,000 text message votes in this year’s contest, “*Hot 106, #1 for Hip-Hop and R&B*”, is proud to announce that the winner of “*High School Hook-Up 3*” is Dr. Jorge Alvarez High School in Providence. The students at Alvarez High School will receive a private performance from Columbia Records recording artist Bow Wow and Capitol Records recording artist MIMS on Wednesday, April 8th at 2pm.

For the contest Hot 106 partnered with Mayor David Cicilline’s Substance Abuse Prevention Council to encourage students to abstain from drinking or drug use this prom season. Students were encouraged to “take the pledge” by texting a keyword and their school’s name to win. Students were also encouraged to vote on-line at www.hot1063.com where they were able to learn more about the Substance Abuse Prevention Council as well as Bow Wow’s own philanthropic initiative to encourage youth leaders in our community.

Bow Wow will be performing a handful of his many hit records including his current single “You Can Get It All”. Having been a successful artist for almost ten years, he’s even received the honor of being listed in The Guinness Book of World Records as the youngest American artist ever to have a number one hit song at age 13. Bow Wow is now 22 years old and has just released his new album titled “New Jack City II” on March 31st.

Students will recognize New York rapper MIMS’ first single “This Is Why I’m Hot” which was a number one song on Billboard’s Top 100 and also sold over 2.8 million ringtones. His latest single “Move If You Wanna” is in rotation on Hot 106 and is featured on his sophomore album “Guilt” which will be in-stores April 7th.

Hot 106 Program Director Dan Hunt said, “Everyone at Hot 106 is thrilled that High School Hook-Up has become such a successful promotion in cultivating positivity and school spirit in our community. Partnering with Mayor Cicilline’s office to spread the substance abuse prevention message was a perfect fit!”

Press is asked to e-mail Bethany Kent, Marketing & Promotions Director at Hot 106 if they wish to attend.

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Hot 106, #1 for Hip-Hop and R&B is Rhode Island’s leading source for hip-hop music and lifestyle. The station is ranked #1 in the Market for Adults 18-24. Hot 106’s parent company is Citadel Broadcasting Corporation, the third largest radio group in the United States, with a national footprint reaching more than 50 markets. Citadel Broadcasting also owns and operates ABC Radio Networks, which creates and distributes programming to more than 4,000 affiliates. Hot 106 is a sister station to 92PRO-FM, LiteRock 105, News Talk 630 WPRO & 99.7FM and 790 True Oldies, located at the Salty Brine Studios in East Providence, RI.

