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FOR IMMEDIATE RELEASE

CONTACT: Pamela Pruitt (609) 695-1300
President, WIMG Community Advancement Fund, Inc.
Vice President for Business Development, WIMG AM 1300

WIMG AM 1300 Launches Multicultural Awareness Program to Promote Diversity

Auditions Take Place in October for Black Gospel Awareness (BGA) Project

TRENTON, NJ – The WIMG Community Advancement Fund (CAF) is pleased to announce the launch of an innovative multicultural (ALL races; ALL religions) awareness program in the Greater Trenton Community and throughout New Jersey designed to promote diversity through gospel music that reaches across the lines of age, gender, race and religion. A Press Conference and Reception is scheduled for Thursday, September 4, 2003 at the Trenton Marriott from 5:30 – 7:30 P.M. All press is welcome.

WIMG's Black Gospel Awareness (BGA) Project aims to educate the community about diversity and break down stereotypes and barriers by utilizing gospel music and fellowship. A central component to the project is the formation of a large community choir, composed of some 300 adults, teens and children (8-12 years) from the greater Trenton area and throughout New Jersey who have not previously had the opportunity to participate in black gospel singing.

"In today's times, music seems to veer further and further from its roots, but its essence is still there," said Pamela Pruitt, executive producer of the Black Gospel Awareness (BGA) Project. "By educating the young and old alike with gospel music, we hope to instill core community values that are present in the music's message and overcome the prejudices that deteriorate the fabric of our society."

WIMG is scheduled to hold public auditions for the Black Gospel Awareness (BGA) Project choir on Saturday, October 4, 2003 from 9:00 A.M. to 3:00 P.M at various locations (to be determined) from Trenton to Princeton. Once formed, the choir will rehearse for four

(more)

months, excluding December, before performing a diversity concert at the Princeton University Chapel on February 28, 2004 at 8:00 P.M., during *Black History Month*.

“Music has the power to bring people together like no other medium,” said Pruitt. “We think that through the choir and ensuing fellowship that it will create, a new sense of community will be born.”

The Black Gospel Awareness (BGA) Project will also work with area houses of worship to promote fellowship with BGA choir members.

“I am thrilled that the Black Gospel Awareness Project is becoming a reality,” said Rev. Peter K. Stimpson, executive director of Trinity Counseling Services in Princeton, NJ. “The idea of a multicultural choir singing black gospel music for the first time in their lives is one with great potential for our community.”

The Black Gospel Awareness (BGA) Project is an initiative of the WIMG AM 1300 Community Advancement Fund (CAF), which provides opportunities for innovative program development, community counseling and outreach that seek to promote the unity of the family spirit and inspire members of the greater Trenton community to reach their potential. For more information on the Black Gospel Awareness (BGA) Project or the Community Advancement Fund (CAF), please call the WIMG studios at (609) 695-1300.

WIMG AM 1300 is the pulse of New Jersey's capital city, Trenton, providing the best in urban gold music and diverse programming 24 hours a day. WIMG reaches Mercer, Burlington, western Monmouth and Ocean counties in New Jersey as well as Bucks County in Pennsylvania, reaching approximately 500,000 listeners (12+ population) and is ranked as the #1 AM radio station in the Trenton designated market area (DMA), which includes stations in the New York and Philadelphia markets.

Committed to providing its audience with the highest quality of entertainment, news, traffic, weather and public affairs programming, WIMG actively promotes the advancement of the community. Building upon a primarily African-American core audience, WIMG is dedicated to expanding its reach to all persons in the appreciation of black gospel music as an art form.

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