



Peoria, IL – June 28, 2007.

WWCT, 99.9 FM will be the lead Peoria radio station airing Live Earth Concerts in Central Illinois. The Live Earth concerts will run on the station on Saturday, July 7, 2007, from 11am to 8pm. The broadcasts will air live via satellite, and are sponsored nationally by Chevrolet. The local broadcasts are sponsored by Nextel and Walters Brothers Harley Davidson.

Live Earth is a 24-hour, 7-continent series of 9 concerts taking place on 7/7/07 that will bring together more than 100 music artists and 2 billion people aimed at raising awareness to the potential of a global climate crisis.

Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection, The Climate Group and other international organizations to drive individuals, corporations and governments to take action to preserve our natural resources and conduct themselves in a more environmentally friendly manner. Former U.S. Vice President Al Gore is the Chair of the Alliance and Partner of Live Earth.

Live Earth will stage concerts on all 7 continents, even Antarctica! Premiere artists such as Dave Matthews Band, Jack Johnson, Red Hot Chili Peppers, Foo Fighters, Smashing Pumpkins, Genesis, The Police, Rodger Waters, Lenny Kravitz and, many, many more will perform for Live Earth! WWCT's sister station, Kiss FM 98.5, will also air selected artists from the concerts including Kelly Clarkson, Snoop Dogg, Fallout Boy, Linkin Park, and Rhianna that same day.

For more information about Live Earth go to:

www.wwct.fm
www.liveearth.org

Or contact:

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In addition to 99.9 WWCT-FM, Independence Media owns three other FM's in the Peoria market: the New Mix 101.1 WXMP, 98.5 Kiss FM WPIA and 96.5 FM ESPN Radio. Independence Media's group is completed by one station in Fort Wayne, IN and one in Miami, FL.

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