

# DJ uses lofty perch to raise thousands for charity

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BETHEL, Conn. -- Neil Hedley has landed, but not before raising nearly \$200,000 for charity.

Hedley, a disc jockey for the Brookfield-based WKRI-195, spent 19 days camping out and broadcasting high atop a billboard in Bethel as part of a stunt to raise money for the United Way of Northern Fairfield County. When he finally climbed down on Dec. 15, Hedley, who billed himself as the "Guy in the Sky," raised \$175,000 in contributions made at the site or in pledges.

He's done it before. Last year, Hedley brought in about \$143,000 during another 19-day campaign on a Danbury billboard.

United Way marketing and communications director Kim Morgan said the money will be added to the funds the agency raises each year for other nonprofit groups.

"It was interesting to see just how many children asked their parents to take them to the site and then gave money," Morgan said.

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Information from: The News-Times, <http://www.newstimes.com>