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**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**IT'S A WRAP!  
GUY IN THE SKY RAISES CLOSE TO \$90,000 IN THREE WEEKS**

**DANBURY, CT** (December 14, 2007) – Guy in the Sky will wrap things up today after three weeks of nonstop fund raising that brought together an incredible mix of legendary DJ's and music & talk 24 hours a day seven days a week.

Over the campaign, some of the events included a benefit concert at the Ridgefield Playhouse, an entire day on the radio devoted to U.S. troops, another that brought together people from the healthcare field to talk about staying healthy, and "a visit from Santa" care of the Stony Hill Fire Department (who by the way raised close to \$3,000 in one day by "passing the boot" on Route 6).

Some of the music included nationally recognized artists like Christopher Robin, Michael Delguidice of Big Shot, the Broadway cast of Beatlemania, as well as a variety of local artists like Carrie Ashton, Michael Connolly, Marc Huberman, and the Boston-based band Craving Lucy.

195 lent it support as well by mentioning Guy in the Sky during each of its shows over the three weeks, as well as staging live remotes at the Guy in the Sky site.

Guy in the Sky will end officially at 6 pm tonight, with a final tally close to \$90,000. Not bad for three weeks work!

**ABOUT GUY IN THE SKY**

Radio personality Neil Hedley hosted his third "Guy in the Sky," a three week marathon broadcast from atop a billboard at 2 Stony Hill Road in Bethel (across from Target).

Neil camped out 24/7 on a billboard platform some 30 feet off the ground to raise money for the United Way of Western Connecticut and to build awareness around the important work United Way promotes within the community.

**LARGEST LOCAL INTERNET FUNDRAISING EVENT IN THE HISTORY OF WEB RADIO**

Since his last stint on the billboard, Neil has branched off from the airwaves to establish Charity Road Shows, a national organization that produces creative radio events to raise money for nonprofits.

This year, Guy in the Sky broadcast live over the Internet to establish the largest local fundraising event in Web Radio history. Listeners tuned in to the campaign at [www.guyinthesky.org](http://www.guyinthesky.org) to bid on auctions and hear live round the clock banter and music.

The fundraiser kicked off on November 26th at 6 am. "It was like a traditional radio station in every

sense except a few key things," said Neil. "Method of delivery was different, obviously. But the fact that there was no specific format was huge – it was like the glory days of broadcast radio, when you could hear Aretha Franklin and the Rolling Stones back-to-back. Those were the days when music was just music, and deejays had important things to say."

But the other big differences were that we had live announcers around the clock," says Hedley. "Not a single recorded shift for three whole weeks. And no commercials."

Even for the "technologically challenged," the station was easy to listen to, with a simple "Click here to listen" button prominent on the station's home page. The website included photos, webcams, blogs, a calendar of events and celebrity appearances. The event wrapped up after nineteen days, on Friday, December 14th.

## **GREAT LINE-UP OF TALENT**

The key players in Hedley's lineup brought with them impressive resumes that included careers of more than twenty and thirty years each, and boasted #1 ratings in markets like Hartford and New Haven. "We're not talking about minor-leaguers here," Hedley says with a grin. "We've had Peter Delloro, who only added to the legend of stations like WPLR and WHCN. Vinnie Penn gave KC101's morning show the kind of ratings that gets big bonuses for managers. And Mark Kaplowe, who back in the VERY early 80's spent nearly a decade setting the tone for what kind of radio station WPLR was going to be. But maybe the biggest buzz of all has been the return of Lich. By all accounts, after his 25 years at HCN and carving out his legacy in Connecticut radio lore, he all but vanished. I managed to find him and he was downright giddy about the prospect of getting back on the air to play the music he loves."

Hedley himself is no slouch, after having taken the morning show at WWYZ in Hartford from #7 to #1, and being named Connecticut's Favorite Morning Show in a WFSB viewer's poll before his departure in 2002. Since then, he and partner Ethan Carey helped give the morning show at WRKI in Danbury some of the best ratings in the station's 30-year history.

## **EVENTS WITHIN THE EVENT**

There was the release of a new song by singer/songwriter Christopher Robin, and a benefit within the event as The World's Greatest Tribute to Billy Joel, BIG SHOT, took stage with special guests THE CHRISTOPHER ROBIN BAND on Thursday, December 6th at the Ridgefield Playhouse.

## **HUMAN SERVICES AGENCIES SHOWCASED**

Many local human service agencies volunteered their time to collect donations and had opportunities to talk about their services live on the broadcast. Neil interviewed staff members to give the listening audience an appreciation of how important these agencies have been in the community.

All proceeds from the event will go to United Way of Western Connecticut.

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*The United Way of Western Connecticut* was formed on July 1 with the merger of United Way of Northern Fairfield County, Housatonic/Shepaug United Way, and United Way of Stamford. It will distribute close \$4 million to benefit human service programs and community initiatives within the three regional areas of Northern Fairfield County, Southern Litchfield County, and Stamford. The towns covered within these regions are Bethel, Bridgewater, Brookfield, Danbury, Kent, New Fairfield, Newtown, New Milford, Redding, Ridgefield, Roxbury, Sherman, Stamford, Warren and Washington.

The United Way of Western Connecticut is a leader in mobilizing resources to improve lives and our communities. They bring together community leaders, nonprofit organizations, volunteers and businesses to focus on the most pressing needs in our community and provides the resources – human, technical and financial – to get to the heart of problems.

**Media Partners:**

*The News-Times* provided generous print support to United Way of Western Connecticut during this event through the donation of daily ad space running the length of broadcast (Nov. 26-Dec 14).

*WRKI 195 Radio* joined the effort to get the word out through selected live remote shows and daily check-in's with Neil, as well as promotion of the event at the I95 website. In addition, I95 sponsored the Big Shot/Christopher Robin concert on December 6th at Ridgefield Playhouse.