



Media Alert

For Immediate Release

ONE LUCKY WIRED 96.5 LISTENER WILL DRIVE A CONICELLI SCION OFF THE LOT ON SATURDAY, SEPTEMBER 10, 2005

- 100 Key Holders Will Be Eligible to Start the Ignition -

WHO: Rocco the Janitor, morning host at *Wired 96.5* WRDW-FM, and Conicelli Scion.

WHAT: One *Wired 96.5* listener will drive home in a brand-new Conicelli Scion, tricked out by the legendary Bam Margera. During the event, each key holder will attempt to start the car's ignition, but only one key will actually work, and that lucky listener will drive it off the lot in the Scion T3! *Wired* will also give listeners who arrive on-site the chance to win a key to the Scion; four keys will be awarded at the event.

The Saturday night event will be hosted by Rocco the Janitor, morning host at *Wired 96.5* WRDW-FM. In addition to Rocco, Bam Margera and his parents, Phil and April Margera, will be in attendance, to take part in the live music, skate boarding demonstrations by Bam Margera himself, and the ever-popular *Wired 96.5* ice cream truck!

Over the past six weeks, *Wired 96.5* has given away 96 keys to listeners vying for a chance to win the one-of-a-kind car. The 96 key holders obtained their keys by either performing crazy stunts during Rocco's morning show or by tuning into Kannon's afternoon show and heading to on-site locations to receive a key.

**WHEN/
WHERE:** The event will begin on Saturday, September 10th, at 7:00 p.m. in the Conicelli Scion parking lot, at 550 West Ridge Pike, Conshohocken, PA 19428. For more information, please visit the *Wired 96.5* website at www.wired965.com and stay tuned to *Wired 96.5*.

Contact:
Mark Vizza, Monica Bersani
Marketing and Promotions
Wired 96.5, WRDW-FM
610/667-9000, mbersani@bbgiphilly.com

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