



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

301 Broadway, Bethlehem Pa 18015 610-694-8100 fax 610-954-9474 www.wdiy.org

PRESS RELEASE

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Contact: Sharon McCarthy
610-694-8100 X7
dirdev@wdiy.org

**WDIY Meets Spring Membership Drive Goal;
More than 550 Trees to be Planted**

(Lehigh Valley, PA) WDIY 88.1 FM, Lehigh Valley Community Public Radio, announced today that it met its goal to raise \$40,000 in membership revenue during its spring membership drive conducted April 17-25. This represents a 40% increase over previous drives.

With a theme of “Sustainability – Keep WDIY Green,” the station offered a series of “green” thank you gifts that included registering to have two trees dedicated and planted in the Allentown parks system. A total of 275 people, two-thirds of those showing their support, pledged for the trees to date, which means 550 trees will be planted this fall. A total of 420 people made pledges during the campaign, with 34% of those becoming new members of the station.

Through a special partnership with the Pennsylvania Department of Conservation and Natural Resources (DCNR), and its TreeVitalize Program, WDIY offered two trees to be planted at Little Cedar Creek Parkway to anyone who pledged at its “Frequency Level” of \$88.10. The station will provide one tree and one will be matched by DCNR. Members were able to have the trees designated in their name, a loved one or in someone’s memory and will receive a certificate acknowledgement from the station, in addition to information about the fall planting day. Members of the public will be invited to attend the event and volunteer to assist in the planting of the trees, which will be approximately two-foot-tall and a mix of deciduous and evergreen seedlings, all native to Pennsylvania. The drive fell during a week of both Earth Day and Arbor Day observances.

“We are so very appreciative to the Lehigh Valley community for stepping up to meet the real need and offering this support,” said Bill Dautremont-Smith, WDIY Executive Director. “In a very tight economy, people responded well to our requests to sustain their local community public radio station and, at the same time, do something positive for our environment.”

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Dautremont-Smith pointed out that, while people gave at many membership levels, the \$88.10 donation with the tree thank you gift clearly was the most popular. “WDIY staff and volunteers were very touched by the sentiment expressed through the tree dedications. Our fall planting day should be an excellent time for our members and friends to gather to further beautify and sustain our local park system, while helping to reduce greenhouse gas buildup on a global level.”

Declining business underwriting support this year increased the need for membership donations for the region’s 14-year-old nonprofit radio station. WDIY had previously trimmed its total operating expenses by 10% to approximately \$550,000 and is seeking to close a remaining 10% gap.

TreeVitalize is a public-private partnership committed to helping to restore tree cover, educate citizens about planting trees as an act of caring for the environment, and building capacity among local governments to understand, protect and restore their urban trees. TreeVitalize has a goal of planting one million trees across the Commonwealth in the next five years.

WDIY is a community public radio station, providing the Lehigh Valley with NPR news, a wide diversity of music and locally produced public affairs programs. The station is heard on WDIY 88.1 FM Allentown/Bethlehem, 93.7 FM Fogelsville/Trexlerstown, 93.9 FM Easton/Phillipsburg, and at www.wdiy.org.

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