



## Children's Leukemia Foundation of Michigan®

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### News Release

#### FOR IMMEDIATE RELEASE

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## WCSX Morning Show Team D&D Hosts Camp Out for Kids

### *A Weekend Fundraiser to Benefit the Children's Leukemia Foundation of Michigan*

**Southfield, Mich., February 10, 2009** — During the romantic Valentine's Day weekend, WCSX's new morning show team D&D, Jeff Deminski and Bill Doyle, will spend 48 hours camped out together to raise money for the Children's Leukemia Foundation of Michigan. This charitable event kicks off Friday, February 13, 2009, at 1 PM at the Troy-based Oakland Mall, as D&D boards an RV that will be their home for 48 hours. D&D will live and sleep on the RV, making appearances and call-ins from a variety of metro Detroit locations to promote Children's Leukemia Foundation of Michigan and encourage WCSX listeners to donate money to this remarkable foundation.

D&D stops and donation locations include:

#### D&D Stops

##### **Fri. Feb 13**

1-3pm: Oakland Mall in Troy  
4-7pm: Lucido in Sterling Heights

##### **Sat. Feb 14**

11am-1pm: Lucido in Rochester  
1:30-3:30pm: The Village of Rochester Hills  
4-6pm: BW3's in Troy  
7-9pm: Oakland Mall in Troy

##### **Sun. Feb. 15**

11am-1pm: The IKEA Store in Canton  
2-4pm: Oakland Mall in Troy

#### Station Remote Donation Locations:

##### **Fri. Feb, 13**

6-8pm: Laurel Park Place w/Rudy & Nicole

##### **Sat. Feb 14**

Noon-2pm: Bagger Dave's w/Rudy & Nicole

##### **Sun. Feb. 15**

Noon-2pm: Qdoba in Royal Oak w/Rudy & Nicole

During the Camp Out for Kids, an online auction will be hosted at [www.leukemiamichigan.org](http://www.leukemiamichigan.org). The auction is currently in progress. Children's Leukemia Foundation of Michigan supporters will have the chance to bid on awesome prizes, including a camouflage guitar and deer skull autographed by rocker Ted Nugent or a sit-in studio experience with D&D during a live broadcast.

(-MORE-)

"We are extremely eager to partner with WCSX for the 18<sup>th</sup> year for our annual radio fundraiser. In previous years, we have experienced great success, and we anticipate an even bigger response this year from WCSX listeners and Children's Leukemia Foundation of Michigan supporters with the inclusion of popular morning show team D&D. All radio fundraiser donations and auction proceeds will benefit the many families we serve at the Children's Leukemia Foundation of Michigan," said William D. Seklar, President and CEO of Children's Leukemia Foundation of Michigan.

D&D will be released from their RV on Sunday afternoon, February 15, 2009, and the auction will conclude that afternoon at 3 PM. The Camp Out for Kids event will wrap up with a check presentation Monday morning live on the D&D show to Children's Leukemia Foundation of Michigan on behalf of WCSX.

***About Children's Leukemia Foundation of Michigan***

Children's Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, Children's Leukemia Foundation of Michigan has provided more than \$6.5 million in research dollars to Michigan's comprehensive cancer institutes. Children's Leukemia Foundation of Michigan is headquartered in Southfield, Michigan. For more information, call 1-800-825-2536 or visit [www.leukemiamichigan.org](http://www.leukemiamichigan.org).

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