



MEDIA RELEASE

Contact: WFAQ radio@wfaq.com 1-414-426-0051

WFAQ-LP FM Announces Return to Remote Live Broadcast- From Goodwill Store & Donation Center in Pewaukee, WI.

Back by popular demand, the non-profit Low-Power FM (LPFM) community radio station WFAQ-LP FM anchored in Mukwonago, WI plans to perform another Live Remote broadcast on Saturday, November 12th 2016 from Noon until 4PM at the Goodwill Store & Donation Center in Pewaukee. Returning after a very successful first time out October 22nd, the broadcast is again noteworthy because DJ's will be playing musical selections pulled exclusively from the shelves of the Goodwill store that day.

While thrift stores are historically fertile ground for DJ's to augment collections, the challenge will be to rely entirely on the fluid inventory at Goodwill that afternoon. Goodwill is known for its dynamic inventory. So, whether you are on a treasure hunt, looking to add something to your collection or hoping to discover something new, you never know what you'll find at Goodwill, but you know it will be amazing!

"WFAQ's tag line is *'The Nation's Music Source'* and this is a true slice of that source- so it makes perfect sense to us" to do a show from Goodwill says "Commander" Todd Ciske, GM/PD and DJ at WFAQ. The plan is to also take requests from the store patrons during the four-hour stint.

Broadcast Date: November 12th, 2016, Noon until 4PM

Location: **Goodwill Store & Donation Center**, 2015 Meadow Ln, Pewaukee, WI 53072

WFAQ-LP FM bio

WFAQ-LP FM is a 100-watt non-commercial, non-profit Low-Power FM (LPFM) broadcasting on 101.3 and WFAQ.Com from the greater Mukwonago, WI area. It was first licensed at 92.9 FM in December of 2007, but has recently (2015) moved to 101.3 MHz.

Goodwill Industries of Southeastern Wisconsin

Goodwill Industries of Southeastern Wisconsin is the largest among 164 agencies in North America. Goodwill Industries of Southeastern Wisconsin employs more people with disabilities than any other private-sector business in the area. In 2015, Goodwill provided services to nearly 70,000 men and women with disabilities and disadvantages. Visit www.amazinggoodwill.com for more information.

Contact information

Please get in touch with Todd Ciske, at radio@wfaq.com, or Cheryl Lightholder, Communication Manager for Goodwill, at clightholder@goodwillsew.com or 414-847-4165 for interviews.

- <http://www.wfaq.com>
- Facebook: <https://www.facebook.com/WFAQ-LP-FM-228181959704/>

Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:07 PM
To: 'news@conley.net.com'
Subject: Live Remote from Goodwill Store in Pewaukee
Attachments: WFAQ Goodwill 2nd Live Broadcast Press Release.docx

Hello! Your local radio station is doing a live remote at Goodwill's Pewaukee Store & Donation Center on Saturday, November 12! The DJ is using the inventory they will find at the store...the playlist should be awesome! I hope you can cover this for your readers and if you have any questions, please call. Thank you. Cheryl

Cheryl Lightholder | Manager, Communications
Goodwill Center for Work and Training – Southwest Campus | 5400 South 60th Street | Greendale, WI 53129
Office: (414) 847-4165 | Cell: (414) 750-0603 | Fax: (414) 448-1182
www.goodwillsew.com | Cheryl.Lightholder@goodwillsew.com

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Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:06 PM
To: 'news@cniow.com'
Subject: Live Remote from Goodwill Store in Pewaukee
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Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:06 PM
To: enterprise@delavanenterprise.com
Subject: Live Remote from Goodwill Store in Pewaukee
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Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:05 PM
To: delavaneeditor@southernlakesnewspapers.com
Subject: Live Remote from Goodwill Store in Pewaukee
Attachments: WFAQ Goodwill 2nd Live Broadcast Press Release.docx

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Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:04 PM
To: editor@easttroytimes.net
Subject: Live Remote from Goodwill Store in Pewaukee
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Lightholder, Cheryl

From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:04 PM
To: 'lakenews@jcpgroup.com'
Subject: Live Remote from Goodwill Store in Pewaukee
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Hello! Your local radio station is doing a live remote at Goodwill's Pewaukee Store & Donation Center on Saturday, November 12! The DJ is using the inventory they will find at the store...the playlist should be awesome! I hope you can cover this for your readers and if you have any questions, please call. Thank you. Cheryl

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From: Lightholder, Cheryl
Sent: Tuesday, November 08, 2016 12:03 PM
To: news@jrn.com
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