



Media Contact

Kent Streeb
Director of Marketing & Associate Producer
kent@slbradio.com
P: 412.244.9970

For Immediate Release

**McFeely-Rogers Fund of The Pittsburgh Foundation Awards
Grant to The Saturday Light Brigade**

– Funds Awarded in Name of the Late Fred Rogers to Support Popular Public
Radio Show Focused on Strengthening Familial and Community Bonds –

PITTSBURGH, PA – October 27, 2004 – *The Saturday Light Brigade* (SLB), Pittsburgh's award-winning live public radio program featuring acoustic music and interactive family fun (WRCT 88.3 FM), today announced that The McFeely-Rogers Fund of The Pittsburgh Foundation has allocated a grant to SLB in support of the organization's mission. The grant was given in the name of the late beloved children's advocate, educator and entertainer, Fred McFeely Rogers, known to millions as "Mister Rogers."

On the air in Pittsburgh for nearly 30 years, *The Saturday Light Brigade* is one of the longest-running public radio programs in the United States. Live music, on-air telephone calls from kids and adults, fun and educational interactive puzzles and games, and interesting guests have made the program a Saturday morning family radio tradition for thousands of people.

"We were pleased to recommend to the Pittsburgh Foundation that The McFeely-Rogers Fund support the mission of the Saturday Light Brigade," says James R. Okonak, executive director of The McFeely-Rogers Foundation. "Every week the show brings children and families together to learn and have fun."

"This financial support from The McFeely-Rogers Fund of The Pittsburgh Foundation is greatly appreciated," says Larry Berger, host of *The Saturday Light Brigade*. "We are also pleased by the Foundation's backing of SLB's mission to strengthen family and community bonds through education, music and entertainment. The upcoming move into our new studio in the Children's Museum will enhance our ability to bring our mission to an even wider audience. We are deeply honored to have the support of The McFeely-Rogers Fund of The Pittsburgh Foundation."

In 2003, The Pittsburgh Foundation, the 15th largest community foundation in the nation, awarded more than \$24 million in grants to charitable organizations. Established in 1945, The Pittsburgh Foundation is comprised of more than 990 funds established by organizations and individual donors. These funds range from \$10,000 to more than \$32 million, and have a combined market value of approximately \$537 million.

The Saturday Light Brigade radio program broadcasts live from 6:00 a.m. to 12:00 p.m. (Eastern) on Saturday mornings at WRCT 88.3 FM in Pittsburgh. For more information, please visit www.slbradio.com.

About The Pittsburgh Foundation

For over 50 years, The Pittsburgh Foundation has worked to improve the quality of life in the Pittsburgh region by evaluating and addressing community issues, promoting philanthropy, and connecting donors to the critical needs of the community. For further information, please contact Sloane McCabe at 412-394-2610 or mccabes@pghfdn.org.

About The Saturday Light Brigade (SLB)

The Saturday Light Brigade (SLB) is a live, award-winning public radio program hosted by Larry Berger, featuring acoustic music and family fun. Broadcast since 1978, it is one of the longest-running public radio programs in the United States. Quality music, on-air telephone calls from kids and adults, fun and educational interactive puzzles and games, and interesting guests have made *The Saturday Light Brigade* a family radio tradition for thousands of people. Kids listen with adults, adults listen with kids, and everyone has fun together! SLB broadcasts live from 6:00 a.m. to 12:00 p.m. (Eastern) on Saturday mornings at WRCT 88.3 FM in Pittsburgh. Streaming and on-demand broadcasts are accessible at www.slbradio.com. SLB Radio Productions, Inc. (SLB) created *The Saturday Light Brigade*. The organization is a 501(c)(3) not-for-profit corporation steered by a Board of Directors and Community Advisory Board. SLB is a member of the National Federation of Community Broadcasters and Association of Independents in Radio.

SLB welcomes inquiries from parties interested in partnering with, underwriting or appearing on the show. For more information please call 888-SLB-RADIO (888.752.7234), send email to slb@slbradio.com or visit www.slbradio.com. A media kit, including logos and headshots of SLB host Larry Berger, is available for download at www.slbradio.com.

Syndication Information

Since its inaugural broadcast in 1978, "The Saturday Light Brigade" radio program has been honored with 10 national, state and local awards for its unique mix of acoustic music and family fun combined with listener participation, puzzles, games, live performers and guests. The program is available at no charge to qualified non-commercial and commercial radio stations for broadcast in stand-alone segments ranging from 1 to 6 hours (with 6 minutes per hour available for local content, including underwriting and sponsorship). The program is an excellent way to serve family audiences, build community, and add a timeless, proven, high-quality program to the Saturday morning radio landscape in your area for one or more hours between 6:00 a.m. and 12:00 noon (Eastern). For information, please call 888-SLB-RADIO (888.752.7234), send email to slb@slbradio.com or visit www.slbradio.com.