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## **Kathy's Cuts "Wigs for Kids" Benefit Celebrates 10<sup>th</sup> anniversary**

**Philadelphia, PA --April 20, 2017 - Wigs for Kids** is a charity with a mission to help children "look like themselves" and live their lives. Kathy Romano of 93.3 WMMR's Preston & Steve® Show will host her 10<sup>th</sup> anniversary benefit, which goes a long way toward helping accomplish that mission. With 135 appointments on schedule and 27 local hair stylists from three salons ready to cut and style donors' hair, *Kathy's Cuts* will produce one of the largest totals for an event of its kind.

On Friday, April 21, three local salons and our host venue participate in an effort to give back. Participants include TruBeauty Concepts in Southampton (host), Gravity Hair Salon, Salon Fiber, and David Arnold Hair Salon. New this year, prizes will be provided throughout the morning from these salons, as well as from Steven Singer Jewelers. Catering will be provided courtesy of Panera Bread in Feasterville.

**DETAILS:**

DATE/ TIME : Friday, April 21, 2017, 6:30am to 11am

LOCATION: TruBeauty Concepts Beauty Center 109 Street Road Southampton, PA 18966

EVENT LINK: <http://wmmr.com/event/kathys-cuts/>

"A decade ago, I wanted to cut my hair short but didn't want my long locks to just fall to the floor, get swept up and thrown in the trash, so, I decided to donate it!" said ,," said Romano. I contacted my friend Joe, the owner of Gravity Hair Salon. Joe helped me come up with the idea of asking others to cut their hair with me. Now, we've created this amazing event for 10 years where men, women, and children come out to cut their beautiful hair and donate it to children in need of real hair wigs."

"It's a true community effort," added WMMR Promotion Director Eric Simon. "The salons and stylists, as well as Kathy, come together to do something that makes a difference in a child's life. The radio station is a voice to get the word out, and the listeners step up to make the donation. It's a proud moment for WMMR to be a part of something very special."

**WMMR is owned and operated by Beasley Media Group, Inc.**

**About Beasley Media Group, Inc:** Beasley Media Group, Inc., is a subsidiary of Beasley Broadcast Group, Inc. (NASDAQ: BBGI), which is celebrating its 56<sup>th</sup> year. Pro forma for the completion of announced divestitures, Beasley Broadcast Group owns and operates 63 stations (45 FM and 18 AM) in 15 large- and mid-size markets in the United States.

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