



February 25, 2010

FOR IMMEDIATE RELEASE

TRADITION CONTINUES WITH 56TH PRODUCTION

56th Annual CP Telethon to Air March 6 and 7

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Cerebral Palsy, Inc. (CP) will continue its yearly tradition and air the 56th Annual CP Telethon live on WBAY-TV2 Saturday, March 6 and Sunday, March 7. Co-hosts, Dan Riley and David Seering, will entertain and ask the people of Northeast Wisconsin to unite in support of CP, a non-profit serving 17 counties in Northeast Wisconsin. In addition to Riley and Seering, talent will be provided by Let Me Be Frank Productions, Jenny Thiel, John Salerno and the CP Telethon Orchestra, and many of WBAY-TV2's own on-air personalities. Special guests appearing throughout the two-day event include Green Bay Packers President and Chief Executive Officer Mark Murphy, Green Bay Mayor Jim Schmitt, the 5th grade class from Southern Door, and many others.

Whether answering phones, giving cues, organizing acts, checking in volunteers or providing security, hundreds of dedicated volunteers will also attend the event; they come together for one purpose, to ensure that CP can continue to offer the vital services they provide in Northeast Wisconsin.

Cerebral Palsy Inc. provides services for the people of Northeast Wisconsin to promote community involvement, inclusion, and to enhance the quality of life of persons affected by temporary or permanent physical, sensory, and/or speech needs or conditions. CP served more than 1,200 families in the past year.

Services provided include Birth to 3 and pediatric therapies, assistive technology, aquatic swim and exercise, adult occupational therapy, inclusive child care, adult day services, vocational services and outreach services to people of all ages. For more information about Cerebral Palsy, Inc. visit www.cp-center.org or call 920-337-1122.

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