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## **CHICAGO RADIO DRIVES REAL RESULTS FOR CHICAGOLAND AND NORTHWEST INDIANA CHEVY DEALERS**

*Dealer Operator of Apple Chevrolet and President of Chicagoland and Northwest Indiana Chevy Dealers Association shares the value of radio advertising simultaneously with millions of Chicagoans*

**(Chicago, IL) – August 17, 2017** – More than 40 Chicagoland radio stations will simultaneously air a 60-second interview with John Alfirevich, Dealer Operator of Apple Chevrolet and President of the Chicagoland and Northwest Indiana Chevy Dealers Association discussing how radio is a strong and proven channel for advertisers. The interview will air on Tuesday, August 22, 2017 at 4:29pm on a diverse group of radio stations, involving all formats, including music, news, sports, and Spanish language.

“The Chicagoland and Northwest Indiana Chevy Dealers are deep-rooted investors in Chicago Radio,” said Matt Scarano, Chairman of Illinois Broadcasters Association’s Radio Broadcasters of Chicagoland (RBC) Committee. “The RBC is committed to delivering tangible results to the Chevy Dealers and all of our valuable advertisers.”

“Our association is dedicated to providing our Chevy dealers with exceptional marketing programs showcasing Chevrolet’s world class products in an honest and ethical way,” said John Alfirevich, Dealer Operator of Apple Chevrolet and President of the Chicagoland and Northwest Indiana Chevy Dealers. “Radio keeps Chevy engaged with the Chicago community, and provides that broad reaching foundational piece to our marketing plan.”

“Each of these RBC Committee-organized roadblocks reinforces the incredible power and effectiveness of the medium of radio,” remarked Dennis Lyle, President & CEO of the Illinois Broadcasters Association. “The advertising community has taken notice and this ongoing initiative has caught the eyes (and ears) of the nation’s radio community as well,” continued Lyle. “IBA’s RBC Committee has definitely raised the bar in a number of ways.”

In July, the RBC aired a 60-second interview with Ed Wehmer the Founder, President and CEO of Wintrust Financial Corporation on nearly 40 Chicagoland radio stations in conjunction with the committee’s *Chicago Radio Drives Results* initiative. This roadblock concept was first introduced by the RBC in 2016 via a 30-minute live conversation with Chicago Mayor Rahm Emanuel during a Chicago Radio Town Hall Meeting.

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### **About the Illinois Broadcasters Association (IBA):**

IBA is the leading advocate for the broadcast industry in Illinois and is engaged in shaping public policy to create a positive legislative and regulatory environment for its members.