



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

301 Broadway, Bethlehem Pa 18015 610-694-8100 fax 610-954-9474 www.wdiy.org

PRESS RELEASE
For Immediate Release

February 25, 2008

Contact: Sharon McCarthy
610-694-8100 X32
dirdev@wdiy.org

**WDIY 88.1 FM PARTNERS WITH ARTSQUEST
TO PRESENT NEW WEEKLY ARTS AND CULTURE
RADIO PROGRAM**

(Lehigh Valley, PA) WDIY 88.1, Lehigh Valley Community Public Radio, and ArtsQuest are collaborating to present a new weekly live radio program, *Lehigh Valley Arts Salon*, the two organizations announced today.

Hosted by Kim Plyler, Marketing and Public Relations Director for ArtsQuest, the program will offer live interviews with representatives from the region’s arts and culture organizations, feature stories and a calendar of upcoming events.

“WDIY is pleased to partner with ArtsQuest to offer this addition to WDIY’s Public Affairs programming,” said Dennise Kowalczyk, Executive Director for the station. “The Lehigh Valley scene is so very vibrant. We want to spotlight arts and cultural programs and events, as well as the people who bring it all to life and make this such a diverse and rich arts area.”

Kowalczyk added that the show’s offerings will run the spectrum from visual and performing arts to special events and culinary arts and that she will also be producing segments for the program.

Lehigh Valley Arts Salon will debut March 3 at 6 p.m. Plyler’s guest on the first show will be local Banana Factory visual artist Ann Elizabeth Schlegel. Schlegel, of Allentown, is an award-winning oil and acrylic painter who will discuss her “Paintings Each Day” project and her upcoming exhibition in Antibes, France in July.

“This exciting partnership between WDIY and ArtsQuest is a win-win situation for everyone,” said Plyler. “The Lehigh Valley is home to an incredible blend of music, visual arts, theater, dance

-MORE-

take one – WDIY & ARTSQUEST



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

301 Broadway, Bethlehem Pa 18015 610-694-8100 fax 610-954-9474 www.wdiy.org

and more. *Lehigh Valley Arts Salon* will keep WDIY's listeners in tune with all of the arts and cultural events and activities taking place in the area, but we'll also be sharing some truly inspirational stories about the region's dynamic arts and cultural organizations."

For more information about the program, www.artsquest.org or www.wdiy.org.

ArtsQuest is a non-profit organization dedicated to celebrating the arts and culture in and around the greater Lehigh Valley.

Lehigh Valley Community Public Radio is a non-commercial, listener supported radio station heard on WDIY 88.1 FM Allentown/Bethlehem, 93.7 FM Fogelsville/Trexlerstown, 93.9 FM Easton/Phillipsburg, and at www.wdiy.org. The LVCBA / WDIY 88.1 FM provides management support to WXLV 90.3 FM of Lehigh Carbon Community College. For information about that agreement, please contact Dennise M. Kowalczyk at 610-694-8100 ext. 2 or execdir@wdiy.org.

###