



CITY OF CHICAGO • OFFICE OF THE MAYOR



FOR IMMEDIATE RELEASE

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**THE CITY OF CHICAGO AND IHEARTMEDIA CHICAGO'S 107.5 WGCI PARTNER
FOR MEMORIAL DAY STAY AT HOME WEEKEND**

Virtual entertainment celebration for Memorial Day weekend encourages residents to stay home to stop the spread of COVID-19

CHICAGO - The City of Chicago is partnering with iHeartMedia Chicago's 107.5 WGCI for two days of virtual entertainment to encourage residents to stay home while still enjoying themselves and experiencing music and culture over the Memorial Day Holiday weekend. As the official start of summer, Memorial Day weekend is traditionally filled with outdoor events and large gatherings. Under the Stay at Home order and CDC guidelines prohibiting gatherings of over 10 people, the virtual entertainment will provide Chicagoans with an online opportunity to engage and celebrate the weekend at home.

"As we navigate these unprecedented times we have to reimagine how we can safely celebrate important moments in our lives and memorialize our history and loved ones," said Candace Moore, Chicago's Chief Equity Officer. "I am excited for this creative partnership with iHeartMedia Chicago and 107.5 WGCI that will provide a platform for Chicagoans to celebrate the holiday through a medium that is accessible and trusted. This will provide great entertainment over the weekend and continue to drive home the message about the importance of social distancing in controlling the spread COVID-19 and ultimately preparing us for recovery."

The 107.5 WGCI Stay at Home Weekend starts Saturday with an Instagram Battle between two of Chicago's own hip hop artists, GHerbo (@nolimiteherbo) and Lil Durk (@durkioworld). Starting at 8 pm these two critically acclaimed and wildly popular rappers will go song-for-song for the title of Stay at Home Weekend Rap King.

"I am honored to have the privilege of partnering with the City of Chicago in its mission of promoting the health and safety of our community during this critical time," said Matt Scarano, President of iHeartMedia's Chicago Region. "As a



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broadcaster it is our responsibility to engage in continuous collaboration with Mayor Lori Lightfoot and the Chicagoland community.”

On Sunday the Stay at Home Weekend continues with a virtual comedy tour hosted by 107.5 WGCI's Leon Rogers. This virtual show will feature comedians, Just Nesh, Dawn B, Lavar Walker, Correy B, and Damon Williams.

Damon Williams, Correy B, and Dawn B, along with Sherri Shepard were also part of the #butSeriously campaign using humor to reach diverse audiences about the seriousness of the novel coronavirus especially in African American communities. The campaign, conceived by Contender Labs and created in partnership with Spin Artist and Content Farm, leverages the hashtag #butSeriously to highlight how key lifesaving information is often not reaching those who need to hear it most, reminds us of the role each of us plays in stopping the spread of the virus, and emphasizes the devastating effects of COVID-19 especially has in Black and Brown communities. This insightful and creative campaign is anchored by a series of social media videos that feature some of Chicago's funniest comedians giving their insightful and more lighthearted point of view on the crisis now facing us, followed by a flip to #butSeriously, and a conversational plea for everybody to #stayhomesavelives.

107.5 WGCI Stay at Home Weekend Lineup:

Saturday, May 23, 8 pm

- 107.5 WGCI IG Battle
 - GHerbo v. Lil Durk
 - IG Live @nolimiteherbo, @durkioworld

Sunday, May 24, 7-8 pm

- 107.5 WGCI Comedy Hour Tour
 - Featuring Just Nesh (@justnesh), Dawn B (@dawnbfunny), Lavar Walker (@lavarwalker), Correy B (@correyb), and Damon Williams (@damonwilliamscomedy)
 - Hosted by 107.5 WGCI's Leon Rogers
 - Zoom Live Stream: Webinar ID: 933 5922 0097, Password: 836344

In response to the COVID-19 pandemic, the City launched the Stay Home, Save Lives campaign to inform residents about how they can stay healthy and do their part to bend the curve of the virus. For more information and updates on COVID-19, text COVID19 to 78015, email coronavirus@chicago.gov or visit Chicago.gov/coronavirus.

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About iHeartMedia Chicago



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