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PRESS RELEASE

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Boston's Talk Evolution 96.9 FM WTKK Adds The Garden Guys Radio Show to Weekend Lineup

~ Premieres Sunday April 26th on 96.9 FM WTKK ~

Boston, MA (March 18, 2009): Boston's Talk Evolution, 96.9 FM WTKK, announced today *The Garden Guys*, hosted by Sam Jeffries, Jim Zoppo and Layanee DeMerchant, will be added to the station's weekend lineup beginning Sunday, April 26th, 2009 from 6:00am - 9:00am.

Jeffries, Zoppo, and DeMerchant offer New Englanders the most 'Down-to-Earth and Up-to-Date' information on organic gardening and natural techniques used in the home and garden. *The Garden Guys* tackle the hazards of commonly used chemicals that infiltrate our day to day lives and in turn, offer organic and natural solutions that are safe for people, pets, and our earth.

"We believe the folks at 96.9 FM WTKK are the talk leaders in the Boston metro area and WTKK's signal will enable our show and its affiliates to get our message across to a bigger audience," says Jeffries. "We strive to make gardening fun and educate our listeners about organics and other natural gardening products so you don't get caught with your plants down!" Jeffries continued, "*The Garden Guys* is the only 'dirty show', the entire family can listen to."

"We are extremely excited about partnering with *The Garden Guys*," said WTKK Program Director, Grace Blazer. "They position their show as New England's "Green" evolution and we are excited to grow it on 96.9 FM WTKK."

Sam Jeffries majored in Environmental Design at UMass/Amherst and minored in English and Arboriculture. He is a Massachusetts Certified Horticulturist (MCH), a certified Occupational Education Vocational Agricultural Instructor, and certified by the Northeast Organic Farming Association (NOFA) as a land care specialist. Sam has over 25 years of experience in the green industry.

While hosting the highly rated Gardening Show on WRKO on Sunday mornings for more than a decade, Jim Zoppo has managed American Landscape, Inc. at Sharon-View Nursery, in Sharon, MA for 30 years. He received a Bachelor of Science in Education from Boston State College. Jim has been a science advisor for the Boston Public school system; taught horticulture and earth science in both the public and private sectors; and was the caretaker of the Endicott Estate in Dedham where he taught horticulture in its greenhouses.

Layanee DeMerchant is a graduate of the University of Rhode Island with a degree in Landscape Architecture. She also holds a Certificate of Horticulture from URI. Layanee is an Associate member of the RINLA, MNLA, CNLA and also a member of the American Horticultural Society. She has worked as a Landscape Designer and has been working as an independent Lawn and Garden Sales Representative for the past eleven years.

WTKK'S new Sunday lineup will be rolled out soon. For more information, please contact Grace Blazer, Program Director, at 617-822-6820 or gblazer@969wtkk.com.

WTKK-FM is owned by Greater Boston Radio, Inc., a subsidiary of Greater Media, Inc., the parent company of 23 AM and FM radio stations in the Boston, Charlotte, Detroit, New Jersey and Philadelphia markets. Greater Media also owns a group of weekly newspapers in central New Jersey as well as several telecommunications towers located throughout the United States.

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