



Atlanta's Jim Ellis Dealerships Launch "Drive 2 Survive"

Jim Ellis Buick GMC Dealers Sponsor Car Giveaway to support It's The Journey, Inc., Georgia's Breast Cancer Organization

Atlanta, GA (April 6, 2011) – Next week will mark the official launch of the Jim Ellis "Drive 2 Survive" GMC Terrain Raffle benefitting It's The Journey, Inc. This promotion will culminate in the presentation of a "PINK" 2011 GMC Terrain to the winning raffle ticket holder next January. At that time, there will be a presentation of funds raised for It's The Journey. Jim Ellis Buick GMC Atlanta and Jim Ellis Buick GMC Mall of Georgia, along with Jason Pullman of 94-9 The Bull, have teamed together to support It's The Journey, Inc., a charitable organization serving Georgia's breast cancer community by raising money and awareness for education, early detection and support services.

Jim Ellis Buick GMC will hold a ribbon cutting Thursday, April 14, 2011, at its Atlanta dealership to unveil the "Drive 2 Survive" vehicle. Raffle tickets are being sold by It's The Journey, Inc. at events throughout the year. Links to the raffle can also be found on the sponsors' websites. Raffle tickets are five dollars or supporters can "Do the 2" and get five raffle tickets for twenty dollars. Local dignitaries, Jim Ellis managers, Buick GMC representatives and Caffeinated Radio's Jason Pullman will launch the promotion. (94-9 The Bull's Jason Pullman is the Jim Ellis Buick GMC spokesperson.)

"I've been personally touched by breast cancer experiencing this terrible disease with my wife," said Chuck Miller, General Manager of Jim Ellis. "Going through that ordeal with her made me frustrated. We've all got to do something to fight breast cancer. We need to get the word out and that's just what the Drive 2 Survive Campaign is designed to do. I can't win the car, but I bought the first tickets because we want to raise a lot of money!"

The pink 2011 GMC Terrain will be on hand for country concerts with 94-9 The Bull, Jim Ellis Buick GMC promotions, training events for It's The Journey, Inc. and the 2011 Atlanta 2-Day Walk for Breast Cancer on September 24 and 25, 2011 in Atlanta.

"It's The Journey is so grateful for this exciting opportunity to promote awareness and raise funds for Georgia's breast cancer community," said Kimberly Goff, new Executive Director for It's The Journey, Inc., producers of the Atlanta 2-Day Walk. "The Drive 2 Survive promotion will allow us to reach tens of thousands of Georgians, raise funds for Georgia breast cancer organizations and sign up new walkers for The Atlanta 2-Day Walk for Breast Cancer."

Listeners can tune into Jason Pullman during Caffeinated Radio (Monday through Friday, 5am until 9am) on 94-9 The Bull to find out where to see the "Drive 2 Survive" 2011 GMC Terrain and can purchase tickets on It's The Journey's website (www.itsthejourney.org) or online at www.949thebull.com, keyword "Ellis". Raffle ticket sales will end December 31, 2011 and the drawing will be held in January of 2012.

"Jim Ellis Buick GMC Atlanta supports 94-9 The Bull and the Atlanta 2-Day Walk because this worthy cause is something near and dear to our customers and the Jim Ellis Family," said Mark Frost, General Manager of Jim Ellis Buick GMC Atlanta. "The Drive 2 Survive 2011 GMC Terrain Giveaway is a great platform to raise money for Breast Cancer awareness and support. We don't sell hot pink GMC Terrains, but you could win one!"

To have the pink "Drive 2 Survive" 2011 GMC Terrain come to a local event, contact melissakrinsky@clearchannel.com. Visit www.2daywalk.org for official contest rules.



(Pictured: "Drive 2 Survive" GMC Terrain.)

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CONTACT: Kersha Cartwright, CO&P Integrated Marketing (678) 378-8601
Amy Parrish, CO&P Integrated Marketing (404) 310-6559

About Jim Ellis Automotive Group

Jim Ellis Automotive Group is a family-owned and operated business with multiple dealerships throughout Atlanta, Marietta, and Buford, Georgia. Jim Ellis has served the Atlanta area for over 40 years providing sales and service of new and used cars including Audi, Chevrolet, Buick, GMC, Hyundai, Mazda, Mitsubishi, Porsche, Saab, Volkswagen, and Wheego. The Jim Ellis Automotive Group strives to have a positive impact on surrounding communities through active involvement in programs and events. To learn more about Jim Ellis dealerships, browse their new and used car inventory, or find out about other community events that Jim Ellis Automotive is involved in, please visit <http://www.jimellis.com>.

About The Atlanta 2-Day Walk for Breast Cancer

The Atlanta 2-Day Walk for Breast Cancer is the flagship event of It's The Journey, Inc. The 30-mile event consists of a 20-mile walk on Saturday and a 10-mile walk on Sunday. Since 2003, the 2-Day Walk has raised over \$7.5 million and awarded 146 grants to breast cancer organizations in Georgia. These organizations fund programs in Georgia that help provide awareness, education, diagnosis, treatment, and much more. In 2011, the 2-Day Walk celebrates its ninth anniversary and will be held September 24-25 in Downtown Atlanta. For more information about sponsorship, becoming a walker, or making a donation to the Atlanta 2-Day Walk, visit www.2daywalk.org, e-mail info@2daywalk.org or call 404-531-4111.

About It's The Journey, Inc.

It's the Journey, Inc., producer of The Atlanta 2-Day Walk for Breast Cancer, is a 501(c) (3) non-profit organization that raises funds for Georgia breast cancer organizations via their 2-Day Walk and other fundraising events throughout the year. For more information, please visit www.itsthejourney.org.

About 94-9 The Bull and Clear Channel Communications

94-9 The Bull (WUBL-FM) is Atlanta's Most Country Music Guaranteed, and dedicated to serving the Atlanta metropolitan area with the best in country music such as Lady Antebellum, Zac Brown Band, Sugarland, Brad Paisley, and Kenny Chesney. More information is available at www.949TheBull.com. WUBL-FM is owned by Clear Channel Communications, Inc. (NYSE:CCU), a global media and entertainment company specializing in "gone from home" entertainment and information services for local communities and premiere opportunities for advertisers. Based in San Antonio, Texas, the company's businesses include radio, television and outdoor displays. More information is available at www.clearchannel.com.