

Retail Radio Supports Breast Cancer Research

Written by Australian Business

SACRAMENTO, CA, September 13, 2013 /**24-7PressRelease**/ -- October is National Breast Cancer Awareness Month, and Retail Radio is kicking things off by creating and sharing messages promoting breast cancer awareness featuring a leading doctor in the fight against cancer.

The custom messages will be distributed to Retail Radio's clients. Retail Radio provides in-store music and other sensory branding services for stores, restaurants and other businesses throughout the United States and Canada.

The messages will feature Dr. Ernie Bodai, CEO of the non-profit CureBreastCancer, Inc. Bodai is a Kaiser Permanente surgeon who has dedicated a major portion of his life to raising funds for breast cancer research. It was Bodai's idea to have the United States Postal Service create the Breast Cancer Research Stamp. The stamp was released in 1998 and is the best-selling stamp in post office history. Currently, 965 million stamps have been sold -- raising \$93 million for breast cancer research.

Bodai recently spent an afternoon in the Retail Radio studios making custom messages for retailers, restaurants, pharmacies, shopping centers and other businesses. Bodai and Retail Radio are raising awareness in hopes of helping the post office sell the billionth Breast Cancer Research Stamp before the end of 2013.

"We are thrilled to be working with Dr. Bodai to raise awareness for such an important issue," said Bill Louie of Retail Radio. "Great strides have been made against breast cancer in recent years, and research is a big reason. We hope everyone hearing these messages will go out and buy more of the stamps and enable more research."

The messages created by Retail Radio will help retailers large and small to promote breast cancer awareness among their customers.

The Breast Cancer Research Stamp was the first fundraising stamp ever created by the post office -- thanks in large part to a strong lobbying effort by Dr. Bodai. The stamp has been so successful in the U.S., 16 other countries have issued the stamp -- with many more countries planning to sell the stamp in the future.

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ABOUT RETAIL RADIO Retail Radio is one of the fastest growing businesses in the United States. The company provides licensed music and other services to retail stores, restaurants, and other locations throughout the U.S. and Canada. The company has achieved rapid growth due to two key factors: innovative, proprietary, music software and a management team with more than 80 years of experience in the radio business. In addition to licensed in-store music, Retail Radio provides on-hold music, customer queuing, digital signage, and production of customized audio, text and visual messaging. Retail Radio focuses on building the brand of its clients, providing store-specific music and messaging that enhance the customer experience. For more information, visit www.retailradio.biz or call (888) 807-6863.