



For Immediate Release

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Bluewire Media supports UCP with PSAs for Fourth Annual  
UBS Motor Cars Under the Stars event

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Bluewire Media is pleased to support United Cerebral Palsy (UCP) of Philadelphia & Vicinity with the creation of tv and radio PSA's to announce the fourth annual *UBS Motor Cars Under the Stars* taking place Wednesday, June 6<sup>th</sup> at The Ardrossan Estate honoring philanthropist Gerry Lenfest.

“Bluewire is proud to be a sponsor of UBS Motor Cars Under the Stars for the fourth year in a row,” said Leo Switucha, Bluewire Media partner. “This event has been very successful in raising significant money to help people with disabilities because it has attracted numerous sponsors and brought many guests to enjoy the festivities.”

“More than 600 guests are expected to attend *UBS Motor Cars Under the Stars at Ardrossan* in 2007. The goal is to raise more than \$100,000 to help the infants, children and adults with disabilities who are served by UCP”, said Willa Kravitz, Director of Development for United Cerebral Palsy & Vicinity.

The PSA's were shot on location at the Ardrossan Estate - the setting for many high society parties since it was built in 1912. This Main Line mansion was once home to Hope Montgomery Scott, the inspiration for the leading lady played by Katharine Hepburn in *The Philadelphia Story* and Grace Kelly in *High Society*. For more information about *UBS Motor Cars Under the Stars*, please visit <http://www.ucpphila.org>.

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