



GOOD KARMA BRANDS

[EST. 1997]

Milwaukee Bucks Basketball coming to ESPN Madison

MADISON, WIS. (August 22, 2019) – Milwaukee Bucks radio play by play will be coming to 100.5 ESPN for the 2019-2020 season. Fans will hear every Bucks preseason, regular season and postseason game on FM radio for the first time ever in Madison. This also marks the first professional sports team rights deal for 100.5 FM in its 21 years of serving Madison sports fans.

“With our talented local team backed by ESPN, the most powerful brand in sports, we couldn’t be more excited for our fans and advertising partners to benefit from adding a championship-caliber team that is soaring in popularity to our lineup,” said Keith Williams, Good Karma Brands’ Vice President and ESPN Madison Market Manager.

In addition to broadcasting the game, 100.5 ESPN will air the network’s pre-game show, the network’s post game show, and an additional one-hour post game show hosted by Justin Garcia which will be air exclusively on ESPN Madison and ESPN Milwaukee.

###

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. Radio assets include 100.5 ESPN in Madison, along with six additional ESPN affiliated radio stations, Newsradio 620 WTMJ and WXRO and WBEV in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN’s digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

Media Contact: Liz Staed lstaed@goodkarmabrands.com | 314.954.1623