



MEDIA RELEASE



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WISH-TV CAMPAIGN TO RAISE FUNDS FOR OUT OF WORK HOOSIERS

DAY-LONG CAMPAIGN TO BENEFIT HOSPITALITY WORKERS STATEWIDE

For Immediate Release

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INDIANAPOLIS – April 6, 2020 – **DuJuan McCoy, owner, president, and CEO of Circle City Broadcasting**, today announced a day-long, fundraising event, in conjunction with the Indiana Restaurant & Lodging Association (INRLA), to benefit furloughed hospitality, restaurant, & lodging workers. The [INRLA](#) represents more than 1,600 hotel and restaurant properties as well as industry-related service companies across Indiana.

In response to mandatory restrictions related to the COVID-19 pandemic, hospitality workers across Indiana have suddenly found themselves without an income. On Thursday, April 9, 2020, [WISH-TV](#) will host *Hoosiers Helping Hoosiers* to raise funds to assist hospitality workers unable to work at this time. Workers in restaurants and lodging make up one of the largest sectors of Hoosier employees – 10% of all workers in Indiana work in hospitality with an additional 4% working in lodging. More than 88,000 people work in these fields in Marion County alone.

“WISH-TV is committed to helping the community through this difficult time,” said McCoy. “The thousands of workers who suddenly find themselves out of work, are our friends and neighbors. We can all look for ways to help those in need and ease the burdens that others are experiencing. We’re confident that generous, Hoosier hearts will help step up to this challenge and contribute what they can.”

Hoosiers Helping Hoosiers launches Thursday in News 8’s Daybreak at 4:00 A.M. and continues throughout the day, concluding in News 8 at 11:00 P.M. Viewers will be able to find donation information at [WISHTV.com](#), with several popular platforms available for contributions including Text to Donate, Venmo, Apple Pay, and PayPal. Also on WISHTV.com, viewers will find information on how to bid on several items donated by the Indianapolis Colts, Indiana Pacers, and Indy Eleven. All contributions made during *Hoosiers Helping Hoosiers* are tax-deductible.

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WISH-TV has set the standard for television excellence in Central Indiana since 1954. The station has been honored as “Television Station of the Year” by the Indiana Broadcasters Association, for its “Overall Excellence” by the Edward R. Murrow Awards, and as “Outstanding News Operation,” “Outstanding Weather Operation,” “Best Newscast,” and “Best Website” by the Indiana Associated Press Broadcast Association. WISH-TV offers viewers 77 hours per week of local news and local programming and provides around-the-clock information on its digital platforms. WISH-TV is locally owned and operated by [Circle City Broadcasting](#), and is an affiliate of [The CW](#) network. The station serves more than one million households.