

Local Radio Icon Ben Lucas, ‘The Voice of Rome,’ to Broadcast Live from Renaissance Marquis to Benefit Alzheimer’s Association, July 22

The special live broadcast, airing 5 to 7 p.m. on WLAQ 1410 AM, will be a social event to remember. Listeners and friends may stop by to visit with Rome’s 94-year-old radio legend.

20 JULY 2015, ROME, GA.

SUMMARY

Local radio icon Ben Lucas, “The Voice of Rome,” will broadcast live from Renaissance Marquis on Wednesday, July 22, to benefit the Northwest Georgia Alzheimer’s Association. The special live broadcast, titled “Ben Lucas Radio Remote for Alzheimer’s Awareness,” will air from 5 to 7 p.m. on WLAQ 1410 AM. Listeners, friends and guests can stop by Renaissance Marquis, located at 3126 Cedartown Hwy. SW in Rome, and visit with Lucas as he showcases the on-air talents that have made him a local legend.

ROME, Ga. (July 20, 2015) – Local radio icon Ben Lucas, “The Voice of Rome,” will broadcast live from Renaissance Marquis on Wednesday, July 22, to benefit the Northwest Georgia Alzheimer’s Association.

□ **The special live broadcast, titled “Ben Lucas Radio Remote for Alzheimer’s Awareness,” will air from 5 to 7 p.m. on WLAQ 1410 AM.**

Listeners, friends and guests can stop by Renaissance Marquis, located at [3126 Cedartown Hwy. SW in Rome](#), and visit with Lucas as he showcases the on-air talents that have made him a local legend.

On the day of the broadcast, Renaissance Marquis will serve as a collection site for anyone wishing to make a financial contribution to the local Alzheimer’s Association.

“We are thrilled that our hometown hero Ben Lucas would dedicate his time to raising awareness for Alzheimer’s, but also it will be such a treat to many residents of Renaissance Marquis who grew up with Ben’s voice on the radio,” says Jerry Justice, executive director of Renaissance Marquis. “Ben served our entire region for decades and is dearly loved by our whole community. This event will also serve as an opportunity to not only raise awareness about Alzheimer’s, but to raise support for research on a disease that has impacted so many.”

People suffering from Alzheimer's hold a special place in Lucas' heart, as his mother-in-law was affected by the debilitating disease. A personal supporter of Alzheimer's research, Lucas recently celebrated his 94th birthday.

Heralded for his strong on-air delivery, Lucas has been part of the Rome radio landscape since he began deejaying in 1947. Affectionately known as "The Voice of Rome," Lucas hosted his popular "Talk of the Town" radio show from 1948 to 1960, and quickly became a radio icon across Northwest Georgia.

The broadcast event, which will include light refreshments, is free and open to the public. More information is available by calling Renaissance Marquis, (706) 295-0014.



QUOTES

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— Jerry Justice, Executive Director of Renaissance Marquis

SPOKESPERSON



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