

FOR IMMEDIATE RELEASE

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### **Death Of Valley Talk Radio Icon May Ironically Save The Lives Of Others**

Earl Baldwin had been active on valley talk radio since 1967; when he did an evening show on KOY. His career saw shifts on numerous valley Radio shows and today's news-talk giants, KTAR-AM and KFYI-AM. His last air shift was on KFYI a few weeks ago, as a substitute host. Baldwin died March 11th, almost immediately after tests confirmed he was suffering from leukemia. He was 68.

In Memory of Earl Baldwin, Society Ties, the Young Professional Volunteers of The Leukemia & Lymphoma Society will be hosting their annual Teenie Martini Mixer & Auction at Axis/Radius, 7340 E. Indian Plaza, Scottsdale, on Saturday, May 12th, from 5 to 9 p.m. This memorial event will benefit the Leukemia & Lymphoma Society. Sponsors include Axis/Radius, Smirnoff Twist Vodka, Scottsdale Life Magazine, Get Out Magazine and Earnhardt Automotive.

But guests shouldn't expect a somber evening. Earl lived a busy and happy life and this fun-filled night of martini tasting would probably fit his personality just right. The evening will begin with the Smirnoff Celebrity Martini Mix-off Challenge at 6:30 p.m. Local celebrities will be going head to head a la "Tom Cruise Cocktail Style" to create the perfect martini - A contest to win over the audience and receive the coveted "Master of Mixology" award. Festivities continue with both a live and silent auction along with exceptional food and entertainment, and dancing. Auction items include hotel stays, certificates to local restaurants and retailers, jewelry, sports memorabilia, round trip airfare, home décor, business services even a live puppy ...and much more!!!

Leukemia is the #1 disease killer of children and takes the lives of ten times as many adults. It is the #1 fatal malignant disease of men and women under 35. The Leukemia & Lymphoma Society has made a pledge to find a cure for leukemia and its related diseases of Hodgkin's, myeloma and lymphoma and to improve the lives of patients and their families. All funds raised from the Teenie Martini Mixer & Auction will go to support The Leukemia & Lymphoma Society's programs. Tickets are \$75/person or \$125/couple and may be purchased in advance or at the door. Dress is cocktail attire. Visit

[http://promotion.citysearch.com/phoenix/martini\\_auction.html](http://promotion.citysearch.com/phoenix/martini_auction.html)  
or call The Leukemia & Lymphoma Society at (602) 788-8622 ext. 16 to be a part of this event.

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