

**Channel 4 Hosts Dr. Phil McGraw
“Living Your Real Life”
October 9th at the Moran Theater
--Appearance by the Talk Show Host to Benefit Dignity U Wear--**

Jacksonville, FL (September 8, 2008)—Dr. Phil McGraw, well-known host of the highly-rated, syndicated talk show, *Dr. Phil*, will be in Jacksonville for one live appearance on October 9, 2008 at 7:00 PM at the Moran Theater in the Florida Times-Union Center for the Performing Arts. Tickets for the show, “Living Your Real Life,” are available through Ticketmaster (www.ticketmaster.com). Tickets are priced at \$50 and \$30.

Channel 4, *The Local Station*, is hosting Dr. Phil’s appearance. His syndicated show airs on Channel 4 twice daily in the Jacksonville market. All proceeds from Dr. Phil’s only area appearance will benefit Dignity U Wear, the locally-based, national nonprofit organization that provides brand new clothing to men, women and children in need.

“We are very pleased that we were able to arrange for Dr. Phil to appear in Jacksonville,” said WJXT-TV’s Vice President & General Manager, John Rafferty. “He enjoys a large and loyal following in Northeast Florida and we know that many of our viewers will want to take advantage of his visit to see him in person. His ‘get real’ approach to helping people solve their problems by stripping away their emotional clutter and providing them with the tools they need to move confidently ahead with their lives inspires many viewers to do the same.”

Dr. Phil’s latest book, *Real Life: Preparing for the 7 Most Challenging Days of Your Life*,” will be available at the theater the evening of his appearance. In addition, online purchasers of the first 300 tickets for the event will have the opportunity to have Dr. Phil sign their books following the performance.

“Dignity U Wear is very grateful to Channel 4 for asking us to partner with them for the Dr. Phil event,” said Dorcas Tanner, Interim Executive Director of Dignity U Wear. “We are also very appreciative of our sponsors whose support will help offset most of the production costs in order for Dignity U Wear to realize the maximum financial benefit from Dr. Phil’s appearance.”

Dignity U Wear was founded in 2000 and distributes brand new clothing it receives from manufacturers and retailers through a network of 300 recipient nonprofit agencies in 30 states. Locally, the organization has donated clothing valued at more than \$20 million through 70 Northeast Florida-area nonprofits. Nationally, the organization has provided more than 4.4 million pieces, valued at \$71 million, to more than 354,000 people.

The nonprofit does not receive any city, state or federal government grants or funding; they operate exclusively on private donations from individuals, corporations and private foundations. Volunteers help process 100% of the incoming inventory, providing 95% of the time and labor necessary to accomplish the task.

For more than 50 years, Channel 4, WJXT-TV, has been a constant, stable and steady leader in the Jacksonville market. WJXT can always be counted on to deliver only quality programming and accurate, precise news reporting. WJXT delivers and over-delivers the best in entertainment, news and information.

For more information about Dr. Phil’s appearance at the Moran Theater, contact Channel 4 at (904) 399-4000 or www.news4jax.com or Dignity U Wear at (904) 636-9455 or www.dignityuwear.org.