



LEHIGH VALLEY **npr**® 93.9 FM Easton/Phillipsburg  
COMMUNITY PUBLIC RADIO 93.7 FM Fogelsville/Trexlerstown

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**PRESS RELEASE**  
**For Immediate Release**  
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**SIEBERT HEADSHOT ATTACHED**

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**WDIY 88.1 FM PARTNERS WITH  
VALLEY NATIONAL FINANCIAL ADVISORS  
TO PRESENT WEEKLY PERSONAL FINANCE PROGRAM**

(Lehigh Valley, PA) WDIY 88.1, Lehigh Valley Community Public Radio, and Valley National Financial Advisors are collaborating to present a weekly live radio program, *Your Financial Choices*, the two organizations announced today.

Hosted by Laurie A. Siebert, CPA, CFP®, the program will debut on Sept. 30 and be aired each Wednesday from 6 to 7 p.m. The show is designed to help educate listeners about various financial issues and encourage them to properly manage their financial wellbeing. During the show, Siebert will field both phone-in and email questions. She will also feature a variety of in-studio guests representing Lehigh Valley businesses.

“WDIY is pleased to partner with Valley National Financial Advisors to offer this addition to our Public Affairs programming,” said Dr. Bill Dautremont-Smith, Executive Director for the station. “We’re proud to have the opportunity to provide our listeners the high caliber financial services talent that Ms. Siebert will bring to our airwaves.”

Founded in 1985, Valley National Financial Advisors offers customers a broad spectrum of financial services including investment management, tax return preparation and tax, estate and retirement planning.

“We are very happy to be part of the WDIY lineup of local programming,” said Siebert. “Partnering with WDIY will allow Valley National to enhance its corporate educational mission and give back to the community, which has been supportive of our efforts over the past 25 years.”

Lehigh Valley Community Public Radio is a non-commercial, listener supported radio station heard on WDIY 88.1 FM Allentown/Bethlehem, 93.7 FM Fogelsville/Trexlerstown, 93.9 FM Easton/Phillipsburg, and at [www.wdiy.org](http://www.wdiy.org).