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SiriusXM's Joe Madison Sets Sights on 52-Hour Marathon Broadcast

As part of Black History Month, the special marathon broadcast aims to break the Guinness World Record and raise funds for the Smithsonian's National Museum of African American History and Culture in Washington, D.C.

NMAAHC Director Lonnie Bunch to participate, along with celebrity guests Aretha Franklin, Danny Glover, Edward T. Welburn, Stephen A. Smith, and Bettye Lavette

SiriusXM host Joe Madison will host a special 52-hour broadcast of his show, "Joe Madison The Black Eagle," in an effort to break the Guinness World Record for the longest marathon hosting of a radio talk show.

The broadcast marathon began on Wednesday, February 25 at 6:00 a.m. ET on SiriusXM Urban View channel 126. The show will broadcast live for 52 hours from the SiriusXM studios in Washington, D.C., ending on Friday, February 27 at 10:00 a.m. In addition to the host's attempt at breaking the world record, Madison will be raising money for development of the Smithsonian's National Museum of African American History and Culture (NMAAHC), currently under construction on the National Mall in Washington, D.C.

The broadcast, officially registered with the Guinness World Record Organization, the recognized authority on record-breaking achievement, will include guests spanning the worlds of politics, entertainment and social activism. Madison will interview NMAAHC director Dr. Lonnie Bunch, along with curators, historians, and donors of the Smithsonian's National Museum of African American History and Culture.

"I am very grateful to Joe Madison for using his attempt to break the Guinness World Record for the longest marathon radio talk show as visibility for the museum," Bunch said. "Joe has been a friend and supporter of the museum for several years and we are happy to support him in his effort to break this record. We wish him the best of luck."

Celebrity guests expected to participate in the historic broadcast include "Queen of Soul" Aretha Franklin; actor, director and political activist Danny Glover; General Motor's Vice President of Global Design Edward T. Welburn; sports journalist and host Stephen A. Smith; actor and comedian Wayne Brady; and, soul singer, songwriter Bettye Lavette. Madison will also have health experts on the show, including SiriusXM Doctor Radio Medical Director Dr. Marc Siegel, to discuss key health concerns of the African American community.

Listeners will be able to join in the conversation by calling 866-801-8255 or submitting their thoughts and questions via twitter using #MadisonMarathon and @MadisonSiriusXM.

About the Museum

The National Museum of African American History and Culture was established in 2003 by an Act of Congress, making it the 19th Smithsonian Institution museum. Scheduled for completion in 2016, it is under construction on the National Mall in Washington, D.C., on a five-acre tract adjacent to the Washington Monument. Currently, during the building phase, the museum is producing publications, hosting public programs and building collections. It is presenting exhibitions at other museums across the country and at its own gallery. For more information on NMAAHC or to donate, please visit www.nmaahc.si.edu.

About Joe Madison

Award-winning humanitarian and civil rights activist Joe Madison broadcasts his daily show on SiriusXM Urban View from the SiriusXM studios in Washington, D.C. A constant participant in the political and national debate, Madison is one of the top African-American radio broadcasters in the nation today, most recently taking to the airways to lead the funding efforts to get actor and comedian Dick Gregory a most deserved star on the Hollywood Walk of Fame. Madison has interviewed the President of the United States and the First Lady on multiple occasions and is in constant conversation with politicians, activists and the most prominent African American stars. For more information on Joe Madison, please visit www.joemadison.com.

About SiriusXM

Sirius XM Holdings Inc. is the world's largest radio broadcaster measured by revenue and has 27.3 million subscribers. SiriusXM creates and broadcasts commercial-free music; premier sports talk and live events; comedy; news; exclusive talk and entertainment; and the most comprehensive Latin music, sports and talk programming in radio. SiriusXM Urban View features conversation, information, inspiration, empowerment, motivation and companionship from the African-American perspective. For more information on SiriusXM, please visit www.siriusxm.com.

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