



BEASLEY BELIEVES...

... IN COMMUNITY SERVICE



Issue Date: May 12, 2008

Attachments: 1) BBGI-LV Touch-A-Truck 08 (Driver's Seat); 2) BBGI-LV Touch-A-Truck 08 (KCYE Van)

CAPTION INFO: 1) A little cowboy in a big truck at Family To Family Connection's Touch-A-Truck event; 2) Exploring COYOTE'S van was an adventure in itself for one little guy at Family To Family Connection's Touch-A-Truck event.

The Good Deed:

FAMILY TO FAMILY CONNECTION'S TOUCH-A-TRUCK. Beasley's KCYE and KKLZ were the media partners for this very special event at the Orleans Arena in Las Vegas. Children explored, climbed on, sat in and had their pictures taken with their favorite big rigs, fire trucks, police cars, construction and commercial vehicles, and many, many more – approximately 90 vehicles in all. Other activities included story time, face painting, coloring, arts & crafts and fingerprinting. Proceeds benefitted *Family To Family Connection, Las Vegas West*, a nonprofit organization that empowers and supports families in Nevada to provide a safe and nurturing environment for their children through parent education and community networking. The center offers free services to families of infants and toddlers up to age four.

The Good Deed "Doers":

104.3 The Coyote KCYE-FM and *Classic Hits 96.3, The New KKLZ*, Cashman Equipment, and several Major and Supporting Sponsors. KCYE AND KKLZ promoted the event and brought their rigs out for the kids to explore as the stations did a live remote broadcast!

Why Beasley Believes in Giving Back:

With 44 radio stations across the country (27 FM and 17 AM), we understand the important role broadcasters play in community service and the great good that can come from local involvement. Active members of the Las Vegas community, KKLZ AND KCYE believe in reaching out and giving back. We're proud that the caring and professional teams at these stations are part of the Beasley Broadcast family.

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