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MIKE & CARLA'S PROJECT: H2O BOTTLED WATER COLLECTION BENEFITS SALVATION ARMY OF LAS VEGAS

Las Vegas, Nevada: (August 14, 2017): Beasley Media Group's 96.3 KKLZ-FM announces Morning On-Air Personalities Mike & Carla's Project: H2O collected more than 1,200 cases of water to benefit the Salvation Army of Las Vegas

What began as a simple idea by the morning duo of putting the word out via the airwaves that the Salvation Army was in dire need of bottled water turned into a massive bottled water collection to benefit the non-profit organization, which helps thousands of people on a yearly basis in the community.

Individuals who dropped off a case of water received a family 4 pack of tickets to attend the station's "Raider's Pre-season Viewing Party" at the Thomas & Mack Center. In addition, 96.3 KKLZ-FM received a total of 500 \$50 gift cards from Metro Pizza to give to individuals that donated 5 or more cases as well as received a challenge match from a local car dealership after they donated 100 cases.

"When we found out The Salvation Army had run out of bottled water, we simply put the word out and it was great to see KKLZ listeners respond," said Program Director Mike O'Brian. "Most people think the city is just the Las Vegas Strip, but behind the lights, the marquees, the celebrities, and everything else that goes on, people should know there is a true community spirit here. This was a great example of that!"

The station will continue to encourage listeners to donate to the Salvation Army throughout the remainder of the summer.

About Beasley Media Group:

Beasley Media Group, Inc. is a subsidiary of Beasley Broadcast Group, Inc., which owns and operates 63 stations (45 FM and 18 AM) in 15 large and mid-size markets in the United States. Approximately 19 million consumers listen to Beasley radio stations weekly over-the-air, online, on smartphones and tablets and engage with the Company's brands and personalities through digital platforms such as Facebook, Twitter, text, apps and email. For more information, please visit www.bbgi.com.

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