



98.5 KLUC Las Vegas' #1 Hit Music Station
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LAS VEGAS RADIO MORNING SHOW COLLECTS 2287 BIKES, 14 SEMI TRUCKS OF TOYS AND \$145,069 IN GIFT CARDS AND CASH

Las Vegas, December 14, 2010 – The 12th Annual 98.5 KLUC Chet Buchanan and The Morning Zoo Toy Drive wrapped up Monday, December 13 with overwhelming numbers. Chet and the KLUC crew, heard weekdays on-air, online at www.kluc.com and through mobile devices from 6:00-10:00AM, collected 2287 bikes, fourteen 50-foot semi trucks full of toys and a whopping \$145,069 in gift cards and cash, all of which will be gifted to children who may have not otherwise had presents to enjoy this holiday season.

On December 2, Morning Show DJ, Chet Buchanan, moved into a tent atop a thirty-foot scaffolding, where he stayed 24-hours a day through wind, rain and below average temperatures for the Twelve Days of Toy Drive. He broadcasted live during all parts of the day, encouraging listeners to come down and donate. Over the 12 years, Chet has spent more than four months of his life living in a tent on a scaffold in the spirit of collecting toys for those in need.

Check out the audio recap here, 12 days condensed into 7 minutes:
<http://kluc.radio.com/2010/12/13/12-days-of-toy-drive-in-under-7-minutes/>

"It is so amazing to see all these people come together and be a part of something bigger than them," says Buchanan. "When you're there, it's magic; the semi trucks lined up, the sea of bikes, the gift card count... it's indescribable."

Some of our key donations included: **\$106,000+** in toys and bikes from **Tryst & XS Nightclubs**... **\$75,000** from **Walmart**... **Criss Angel** donated **\$15,000**... LPGA local **Natalie Gulbis** gave **\$10,000**... as did **MGM Resorts International**... **Walgreens** contributed **\$7,300** in gift cards... a Mr. Donovan had a **\$5,000** check delivered and **Mark McGrath** donated **\$1,000** online. There were also huge donations by our sponsors, as well as, individuals and businesses all over the valley.

This toy drive didn't go on without celebrity support. Many celebs from the entertainment, music and sports world donated or stopped by to show their support to the drive including Chris Angel, Justin Bieber, Nicki

Minaj, Boyz II Men, Brad Garrett, Louie Anderson, Diddy, Mark McGrath, Nick Cannon, Ray-J & Brandy, Miranda Cosgrove, Kofi Kingston from WWE Jamie Foxx, David Hasselhoff, UNLV Women's Basketball Coach Kathy Olivier, Chumlee from Pawn Stars, Mann, Karina Smirnoff, Sisqo, Frank Thomas and Bellevoxx, Chippendales.

We could not pull off this event without the following sponsorships by NV Energy, Super Pawn, Findlay Toyota, Century Link, Albertsons, 9 Group and the Palms Casino Resort, Mountain's Edge, TEI, Chevron, Bulldogg Mobile Auto Detailing and Nevada State Bank.

98.5 KLUC is Las Vegas' #1 Hit Music Station featuring artists like Lady Gaga, Beyonce, Justin Timberlake, Rihanna, Miley Cyrus, Black Eyed Peas, Taylor Swift, Britney Spears, Mariah Carey and more...and can also be heard online at www.kluc.com. Chet Buchanan & the Morning Zoo can be heard 6:00am to 10:00am Monday through Friday.

ABOUT CBS RADIO LAS VEGAS:

KLUC is owned and operated by CBS RADIO, one of the largest major-market radio operators in the United States. A division of CBS Corporation, CBS RADIO operates 130 radio stations, the majority of which are in the nation's top 50 markets. CBS RADIO also owns and operates KMXB, KXTE, KXNT, and KYDZ in Las Vegas.

KLUC can be heard on-air, streaming online at www.kluc.com, and through mobile devices such as the iPhone, iPod Touch, iPad, Zune, and select Blackberry devices.

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