



Mix 94.1 – Today's Best Music Mix
KMXB-FM
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For Immediate Release

MIX 94.1's 6th Annual Summerlin Kids' Mix & Ice Cream Festival, Saturday, May 7, Summer Centre Community Park

Las Vegas, NV – May 4, 2011: KMXB Mix 94.1 in conjunction with Summerlin present the 6th Annual Kids' Mix & Ice Cream Festival on Saturday, May 7 from 9:00am – 4:00pm at Summerlin Centre Community Park located at 1800 S. Town Center Drive in Las Vegas. Thanks to generous sponsors, admission and parking at this year's Kids' Mix is free.

This year's event promises to be bigger and better than ever with the return of all-you-can-eat ice cream for only \$5! There will also be a special acoustic performance from new Mix artist, He Is We and Lex Rock. Throughout the day, kids will meet characters from some of their favorite movies and television shows, including Marvel Comic's THOR and Spiderman, as well as Vegas PBS' Arthur, Curious George, Buddy from Dinosaur Train Sir Topham Hatt from Thomas the Tank Engine, a clown from Ringling Brothers and Barnum & Bailey. Summerlin's beloved jackrabbit mascot, Summerlin Sam, will also be onsite with his friend, Mojave Max.

Returning to this year's event are free balloon twisters, face painters, the Findlay Kia Super Soaker area, Faith Lutheran Church Kids' Game Area, as well as a children's carnival and food court. The event will also have cooling stations and misters throughout the park to help guests stay cool.

Thank you to our proud sponsors for making Kids' Mix possible: Summerlin, KB Home, Smile Generation, Regis University, MetroPCS, Faith Community Lutheran Church and Schools, Findlay Chevrolet & Kia, America First Credit Union, Fabulous Freddy's Car Wash and Vegas PBS.

The event is produced annually by CBS RADIO's Mix 94.1 KMXB in Las Vegas. Outside food and drink are not permitted. ATM's are available on site.

Mix 94.1 will be broadcasting live throughout the day at their booth, where you'll be able to stop by to meet your favorite DJ's and win some prizes! For more information on Kids' Mix log onto www.mix941.fm click on the Kids' Mix page.

More about CBS Radio Las Vegas:

KMXB Mix 94.1 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 owns and operates KMXB, KXTE, KLUC, KYDZ, and KXNT AM/FM in Las Vegas.

More about Summerlin:

Developed by The Howard Hughes Corporation, Summerlin began to take shape in 1990 and has ranked in the country's top 10 best-selling master-planned communities for nearly two decades. Located along the western rim of the Las Vegas valley, Summerlin encompasses 22,500 acres with approximately 7,500 acres still remaining to accommodate future growth within the master plan. For more information, visit www.summerlin.com or www.facebook.com/summerlinlv.

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