



FOR IMMEDIATE RELEASE

Big Ken and Colleen's Bathroom Scale Destruction Party

Des Moines, IA (September 25th, 2008) – STAR 102.5 morning team, Big Ken and Colleen, have helped rid the world of one more problem.

"I had an epiphany over the weekend," said Colleen Kelly of the STAR 102.5 morning team. "I've had a love/hate relationship with my bathroom scale, and it was time for me to end it, once and for all."

Ken and Colleen held a "Bathroom Scale Destruction Party" Wednesday morning. 25 listeners gathered and joined Ken and Colleen down at the STAR 102.5 Studios, and all watched with great delight as their bathroom scales were destroyed using a car crusher.

"It was a smashing success," said Big Ken. "These are tough times, and you need cheap entertainment...and Lord knows we're qualified."

"This was about women no longer being a slave to the scale.," Colleen adds, "I'm a healthy, 32 year-old woman, who has been chasing a silly number for 15 years. I take good care of my body and should not leave final judgment up to a machine, and neither should our listeners."

Colleen added, "I already feel 10 pounds lighter, and nothing can prove that wrong!"

The Des Moines Radio Group, consists of four FM and two AM stations in Des Moines: 93.3, KIOA; STAR 102.5, KSTZ; LAZER 103.3, KAZR; Lite 104.1, KLTJ; PRAISE 940, KPSZ; and AM 1350, KRNT. Des Moines Radio Group is a division of Saga Communications, Inc. of Grosse Point Farms, Michigan. For more information, visit www.desmoinesradiogroup.com.

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